

SEARS

FALL AND WINTER 1958

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SEARS, ROEBUCK AND CO., CHICAGO 7, ILLINOIS • Satisfaction guaranteed or your money back

Shorter skirts put

Accent on Legs

*flatter them with hosiery
that echo every
costume color*

For the new one-color look, our models are wearing complementary hosiery tints



The Newest Blouson . . . two-piece dress in a beautiful sheen, all wool worsted crepe fabric. Bloused top has side zipper, all-around band. Semi-lined skirt has camisole top with detachable dickey of cotton pique; back zipper and kick pleat; 2-inch hem. Dry clean. The gloves are sold on page 9. See bag section for bag.
Misses' sizes 10, 12, 14, 16, 18. Order correct size.
Shipping weight 1 pound 8 ounces.
T 31 G 7733—Sapphire blue \$17.50
T 31 G 7734—Black 17.50

See Fabric Samples at Sears Catalog Sales Offices or Catalog Sales Desk of your Nearest Sears Retail Store. See pages immediately preceding green section for information.

Legs are back again! Show yours off in jewel-toned nylons that mirror the color of your dress or shoes. Glamorous Ultra sheer weight. Wt. pr. 2 oz.
State color Ruby red, Sapphire blue, Autumn gold, Autumn green, Royal shadow (black).
State size 8½, 9, 9½, 10, 10½, 11.
75 G 7044—Seamless with nude heels. 15 denier, 474 needles. Pair \$1.11; 3 prs. \$3.30; 6 prs. \$6.48
75 G 9888—Full fashioned with seams. 15 denier, 60 gauge. Pair 94¢; 3 pairs \$2.79; 6 pairs \$5.46

The Paisley Turban skillfully draped and shaped, a smart silhouette for slim, short fashions. Beautiful colors in soft-luster rayon. Fits head sizes 21¾ to 22¾ inches. Shipping weight 13 ounces.
T 78 G 6725—Multicolor paisley as shown. \$5.97





This is the Trapeze Silhouette! A fascinating new shape with flaring, young lines. Here in a new fine quality Orlon® and rayon plaid . . . firmly woven, lightweight, wrinkle resistant. Slightly flared jacket, flared skirt with overlapping box pleats (pleats stay!). Jacket is lined in front and back; skirt has camisole top, long back zipper; 2-inch hem. Dry clean. For shoes, see page 13; jewelry in jewelry section.

Fits Juniors and Misses . . . State size 7-8, 9-10, 11-12, 13-14, 15-16. Shipping weight 2 lbs.
 T31 G 7670—Light red and autumn tan plaid \$14.50
 T31 G 7671—Bright blue and green plaid. 18.50



The New Two-piece Chemise . . . shorter top, slimmer skirt. Here in a handsome new viscose rayon and silk tweed with a herringbone weave. Button-back overblouse has leather-look trim. Slim skirt has a wide, shaped waistband; button-trim set-in pockets; back kick pleat; 2-inch taped hem. Dry clean. Flower included. Saucy breton sold in hat section; for gloves, see glove section. For corduroy satchel bag, see page 137. Please measure; order correct size.

Misses' sizes 10, 12, 14, 16, 18.
 Shipping weight 1 pound 12 ounces.
 T31 G 7735—Black with white tweed . . . \$14.70



The Chemise adds a Flounce, accents your legs. You'll be irresistible as you swish through the night in rustling acetate taffeta, screen-printed with full-blown roses. The flounce pouts out from a wide, bowed cuff. The collarless neckline dips to a shallow V in back; long back zipper. Dry clean. T-strap shoes sold on page 9. Bracelet sold in jewelry section . . . see index. Shipping weight 1 pound 8 ounces.

Fits Juniors and Misses . . . State size 7-8, 9-10, 11-12, 13-14, 15-16. Please measure; see green section in back of book.
 T31 G 7230—Red roses on black ground . . . \$14.00

For more T-Strap Pumps see shoe section. For dress measuring instructions, see green section in back of book.

NO DOWN PAYMENT needed when you add to your Sears Easy Payment Account . . . see inside back cover "Out-Paid T. M. for acrylic fiber ALL 3 SEARS 3

Chemise .. Trapeze

*or simply ease ..
the new shape emerges*





Chemise Coat-Dress catches attention with its look of utter ease, its big collar. Back of bodice has bow-trimmed inverted pleat. Dress in shantung-textured rayon, cotton and acetate...fully lined. Dry clean. Pearl bib sold on page 35. Wt. 2 lbs. 2 oz.
Fits Juniors and Misses...State size
 9-10, 11-12, 13-14, 15-16, 17-18.
 T 31 G 7206—Coral red.....\$14.84
 T 31 G 7207—Black.....14.84

The Glen Plaid Dress... its story is one of ease, even the fabric, wrinkle-resistant, little-iron Arnel and cotton. Relaxed chemise lines, belted low, ending in a pleated flounce. Convertible collar; 2-inch hem. Hand wash separately; pleats stay. Shpg. wt. 1 lb. 8 oz.
Fits Juniors and Misses...State size
 7-8, 9-10, 11-12, 13-14, 15-16.
 T 31 G 6200—Brown and white...\$10.74
 T 31 G 6201—Black and white...10.74

The New Low-belted Chemise Suit, poised, easy, beautiful in fine pure wool... loops a hip-belt of patent-like plastic. Jacket, about 24 in. long, lined with acetate taffeta. For bag, gloves, jewelry, see respective sections; for hose, page 2. Shpg. wt. 3 lbs. 6 oz.
State Misses' size 10, 12, 14, 16, 18.
 T 17 G 9060—Sapphire blue
 T 17 G 9061—Autumn green (med.)
 \$2.50 down.....Each, cash \$21.50

The Chemise Cloche is of unusually fine wool felt with a soft sheen. Deep crown banded with pleated rayon satin that folds down over the brim in a flat tab. *State color* beige, black, medium sapphire blue, dark brown, white. *Fits* 21½ to 22½ in. Shpg. wt. 13 oz.
 T 75 G 6770—Hat...\$3.97

DESCRIPTIONS OF DRESS AND COAT SHOWN ON OPPOSITE PAGE

The Trapeze Silhouette (shown at far left), falling free and fascinating in its gentle swing. This Paris-inspired dress is shaped in a fine quality, 100% wool flannel. It has a curved yoke with one big button at the back neckline. Back is lined. 3-inch hem. Dry clean. Shipping weight 1 lb. 6 oz.
Misses' sizes 8, 10, 12, 14, 16, 18. *Order correct size.*
 T 31 G 5579—Turquoise blue \$8.74 T 31 G 5580—Red...\$4.74

Low-belted Chemise Coat. A new, concisely tapered classic; hip-belted, low buttoned, double-breasted. In lustrous pure wool ribeline. Acetate satin lining; 100% wool interlining. For bag and gloves, see page 13; scarf, page 6; hat in hat section. *State Misses' size* 8, 10, 12, 14, 16, 18. Shpg. wt. 5 lbs.
 T 17 G 2036—Brandy T 17 G 2037—Medium gray
 T 17 G 2038—Black Each, \$4 down; cash \$39.50

A cascade of dripping magnificence... in gold color with white pearls. The new lariat style followed through in necklace, bracelet, earrings.
 4 G 3730E—26-in. lariat chain. Wt. 2 oz. ...\$4.97
 4G3731E—Earrings 1½ in. screw back. Wt. 2 oz. \$2.00
 4 G 3732E—Bracelet. 7½ in. Wt. 2 oz.\$2.97

T-strap shoes shown with fashions on these two pages sold in shoe section. *Measure and be sure*... for instructions and measurement charts, see green section in back of book. See inside back cover for details on Sears Easy Terms.

New shapes, Jewel shades

mark the coats of 1958



The High-yoked Coat (above) . . . pert, pretty, delightfully young. Its slender lines are fashioned in a soft fabric of 80% wool, 20% nylon, textured with a new business-type weave. Adjustable breast-length sleeves; back walking pleat. Acetate satin lined; 100% reprocessed wool interlined. Wt. 5 lbs. 10 oz.
Misses' sizes 6, 8, 10, 12, 14, 16. Please state size.
 T 17 G 2106—Sapphire blue T 17 G 2107—Red
 T 17 G 2108—Black \$2 down; Each, cash \$39.30

The Chemise Coat (at left) with the extravagant flattery of a precious mink collar. Pure wool Duvelyn yields its velvet-like texture to the supple freedom of the chemise line . . . back fullness deftly narrows toward hem; shapes an exclamation point of newest fashion with a low-placed bow. Tapered sleeves. Lined in acetate and rayon crepe-back satin; pure wool interlining.
Misses' sizes 10, 12, 14, 16, 18, 20. State size.
 T 17 G 2539—Rusky red; natural ranch brown mink
 T 17 G 2540—Beige; natural ranch brown mink
 T 17 G 2541—Black; natural ranch brown mink
 Ship. wt. 5 lbs. 14 oz. — \$9 down; Each, cash \$48.00

For measuring instructions, see green section in back of book



The Shorter-than-long Coat punctuates its new length with 3 far-spaced buttons... drapes to an oval back in pure wool polished zibeline. Bracelet sleeves; adjustable cuffs. Acetate satin lined; all wool interlined.
Misses' sizes 8, 10, 12, 14, 16, 18.
State size. Shpg. wt. 5 lbs. 10 oz.
 T17G2611-Ruby red T17G2612-Black
 T17G2613-Star sapphire blue (lt.)
 \$2.50 down..... Each, cash \$24.50



The Oval Silhouette falls beautifully in line with fashion's newest shapes. In rich, deep-textured all wool Worumbo with draped back, low-button front, and new flattering collar. Milium insulated acetate and rayon crepe-back satin lining. Shpg. wt. 4 lbs. 11 oz.
State Misses' size 8, 10, 12, 14, 16, 18.
 T17 G 2125-Sapphire blue
 T17 G 2126-Sand beige
 T17 G 2127-Rose taupe
 \$5 down..... Each, cash \$49.50

The Double-breasted Coat salutes the tapered look in a most important fabric; pure wool, black-looped tweed, richly embered with jewel undertones. Lined in rayon and acetate crepe-back satin; all wool interlined. Shpg. wt. 5 lbs. 12 oz.
State Misses' size 10, 12, 14, 16, 18, 20.
 T17 G 2219-Ruby red and black
 T17 G 2220-Sapphire blue and black
 T17 G 2221-Autumn tan and black
 \$4 down..... Each, cash \$39.50

See bag section for bags, hat section for hats

HAT, SCARF AND JEWELRY... SEE SMALL VIEWS ON OPPOSITE PAGE

The Tall Pleated Turban is luxurious rayon velvet, shaped for smartness, comfortable with any style of coat collar. Rhinestone ornaments at front. Fits 21 $\frac{1}{4}$ to 22 $\frac{1}{4}$ in.
State color ruby red, sapphire medium blue, black, or medium brown.
 T78 G 6715-Shipping weight 13 oz. \$6.97

Sheer Pure Silk Organza Scarf has woven stripes in blending colors. About 13x46 in. including self fringe. Hand rolled sides. From Japan. Hand wash separately. Wt. 1 oz.
 86 G 8264-Pink to ruby tones..... \$1.97
 88 G 8265-Star sapphire blue tones... 1.97
 89 G 8266-Gold tones..... 1.97

Bright Globules of Cabachon stones in rich, fall colors. Set in gold color metal. Pin, earrings with simulated pearl accents. Pin has safety catch. 10% Fed. Ex. Tax included.
 4G3711E-Dagger pin. 3 $\frac{3}{4}$ in. Wt. 2 oz. \$2.97
 4G3713E-Bracelet. 7 $\frac{1}{4}$ in. Wt. 2 oz. 2.00
 4G3712E-Clip earrings. 1-in. Wt. 2 oz. 2.00

NO DOWN PAYMENT needed when you add to your Easy Payment Account... see inside back cover

Winter Prints

and stocking tints . . team up
for "all-one-color" look



Pure Silk Ensemble (above) for afternoon and evening. New in its intriguing print. New in its easy-fitting, button-back jacket. Slim dress has pleated cummerbund belt with a bow in front . . in back, low square neckline, back zipper and walking pleat . . lined to below hips; 2-inch hem. Dry clean. *Misses' sizes* 10, 12, 14, 16, 18, 20. *State size.* Shpg. wt. 1 lb. **T 31 G 7731—Green and black print \$19.50**
T 31 G 7732—Coral, brown and black print \$19.50

Back Dropped Chemise (above) in rich paisley printed acetate crepe that has a fine pebbled texture. Shaped front has jewel neckline, ornament . . softly draped back has zippered underbodice, button and bow trim. 3-in. hem. Dry clean. Jewelry sold on page 5. *Fits Juniors and Misses . . State size* 7-8, 9-10, 11-12, 13-14, 15-16. Wt. 1 lb. 8 oz. **T 31 G 4202—Ruby red and yellow print \$10.74**
T 31 G 4203—Sapphire (med.) blue and yellow print . . \$10.74

Full-skirted Dress in Acetate Toffeto (at left), created with a new air of formality and elegance in a tone-on-tone flower print. Provocative cut-out back, high bust neckline in front. At the waist, a narrow V-tapered yoke shapes into a back belt. Lined bodice; back zipper; 3-inch hem. Dry clean. Jewelry sold on page 27. *Misses' sizes* 10, 12, 14, 16, 18. *State size.* Shpg. wt. 1 lb. 8 oz. **T 31 G 7726—Poppy red on bright rose \$15.70**
T 31 G 7727—Light sapphire blue on deep blue 15.70



The Harem Skirted Dress, curving in and under to accentuate the long-legged look. Here in a winter-blooming print of billowing rayon and acetate taffeta. All-around midriff; acetate velvet belt. Deep V neckline and long zipper in back. Dress is lined from midriff to hem. Dry clean. Shipping weight 1 pound 12 ounces.

Fits Juniors and Misses . . . State size 7-8, 9-10, 11-12, 13-14, 15-16.

T 31 G 7203—Autumn gold and brown on black
T 31 G 7204—Sapphire (medium) blue and green on black. Each \$13.84

Tinted Stockings are sold on page 2



The Bell Silhouette, young and sophisticated, charmingly fashioned in crisp acetate taffeta. Low rounded neckline in back; long back zipper. Pleats and cuff all around skirt; 2-inch hem. The new tapered skirt is wide enough for walking. Dry clean. Jewelry sold in Jewelry Section.

Misses' sizes 10, 12, 14, 16, 18, 20. State size. Shpg. wt. 1 lb.
T 31 G 5350—Peacock blue, green, black paisley print. \$9.50

The Feather Clip is a Siren, all hand-curved feathers and devastating charm. So easy to wear, it clasps your curls with a side-wise curve, fits all head sizes. State color sapphire blue (medium), white, red, black, or light pink.
T 78 G 6705—Shpg. wt. 8 oz. \$4.97

The Elegant Skirted Gloves are long (about 14 in.) double woven nylon with a built-in graceful drape because of the soft shirring. Hand wash separately. State glove size 6½, 7, 7½, 8. Shipping weight 3 oz.

88 G 5450—White
88 G 5451—Black
88 G 5452—Sapphire blue (med.) Pair. \$2.83

Jewelry followed splendor. Crystal rhinestone baguette. Necklace adjusts to 16½ in. ¾ in. earrings. State gold or silver color. Wt. 3 oz.
4G3738E—Necklace, earrings. \$4.47
4G3739E—Necklace. Wt. 2 oz. 3.97
4G3740E—Earrings. Wt. 2 oz. 1.00
4G3741E—Bracelet. Wt. 2 oz. 2.97

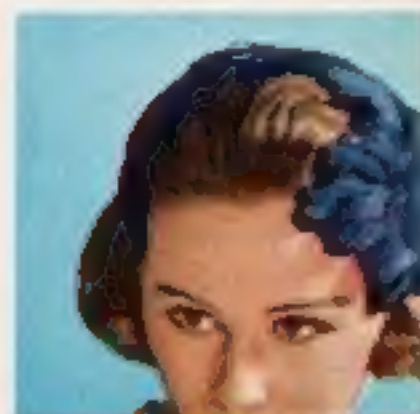
Rayon Sofia T-strap points a tapered toe. Leather sole, 2¼-in. heel. State size, width. Wt. 1 lb. 9 oz.
Sizes: AA (narrow) width in 7, 7½, 8, 8½ and 9.
Sizes: B (medium) width 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9.

T 54 G 8395—Ruby red
T 54 G 8396—Black
T 54 G 8397—Sapphire (medium) blue. Pair \$6.77

Rayon Sofia Clutch has a 24K-gold-plated frame. Rayon lining and coin purse. Folded, about 10½x6 inches. Shpg. wt. 1 lb.

88 G 2629E—Sapphire blue (med.)
88 G 2628E—Ruby red. \$5.26
88 G 2624E—Black. 5.26
88 G 2630E—Emerald green. 5.26

See Fabric Samples at Sears Catalog Sales Offices or Catalog Sales Desk of your Nearest Sears Retail Store. See pages immediately preceding green section for information.



Cotton Knits

..newest stars

they have everything!



Honeycomb Textured Cotton Knit Chemise Dress (at left) with a new "high rise" waist. Double breasted with all-around band marking the high waistline; panel effect down front; back walking pleat. Buttoned tabs on sleeves; fabric flower. 2-ply cotton knit... hand wash separately. *Fits Junior and Misses... Size rise 7-8, 9-10, 11-12, 13-14, 15-16. Wt. 2 lbs. T 31 G 7200-Sapphire blue (medium) T 31 G 7201-Med. gray. Each \$13.84*

The Bloused Cotton Knit (above)... leaf-patterned 2-piece dress. The top has an elasticized band, may be worn bloused low on the hips as shown, or at the waist... becoming cowl collar; zipper at back neckline. Slim skirt has back kick pleat, 3-inch hem. 2-ply cotton knit... hand wash separately. Shpg. wt. 1 lb. 4 oz. *Fits Juniors and Misses... Size rise 7-8, 9-10, 11-12, 13-14, 15-16, 17-18. T 31 G 5088-Olive and black... \$8.74*

Hat, bag, hose and shoes shown at left... sold in their respective sections



Leaf Patterned Chemise Dress . new in every detail, including the fabric, 2 ply Permathal® Everglaze® cotton knit. Softly gathered and bowed in front, buttoned to below waist in back. Boat neckline is perfect for jewelry. Skirt has slits at sides. 2-inch hem. Hand wash. Leather gloves sold on page 13.
Fits Juniors and Misses . State size 7-8, 9-10, 11-12, 13-14, 15-16. Shpg. wt. 1 lb. 2 oz.
T 31 G 4564—Red and autumn tan . . . \$4.77
T 31 G 4565—Autumn green and blue . . . 7.54

2 Pc. Chemise Set in fine cotton knit . high fashion in today's loose-fit silhouette. Over blouse closes with gold-color buttons. Lined skirt back zips. Hand wash . . Permathal® Everglaze® fabric shrinkage controlled. **State Misses' size** 8, 10, 12, 14, 16. **Wt.** 1 lb. 6 oz.
T 7 G 7393—Sapphire blue and black . . . \$4.97
T 7 G 7394—Ruby red and black . . . 8.97
Shirt Only. **State size** where. Shpg. wt. 10 oz.
T 7 G 7395—Sapphire blue, black plaid \$4.77
T 7 G 7396—Ruby red and black plaid . . . 4.77

Sweater "Cool" in Virgin Worsted Wool . . high fashion warmth without weight accented with bulky cable stitching. 2 pockets. About 25 in. long. Hand wash. For scarf, see page 35. **State size** 34, 36, 38, 40. **Wt.** 1 lb. 10 oz.
T 7 G 8407—Beige heather . . . \$15.90
T 7 G 8408—Charcoal gray heather . . . 15.90

Cotton Knit Pants . completely lined. High-rise waist. back zipper. Hand washable . . shrinkage controlled finish. **State Misses' size** 10, 12, 14, 16, 18. Shpg. wt. 14 oz.
T 7 G 6452—Lt. brown and autumn copper stripe. \$4.97

The Hand Crochet Ripple Brim Hat has the perfect casual air for knitted clothes. All wool with puffy popcorn stitch circling around crown. **State color** medium sapphire blue, gold, red, white, black or autumn tan. Fits all head sizes.
T 76 G 4710—Shipping weight 1 pound. . . \$4.77

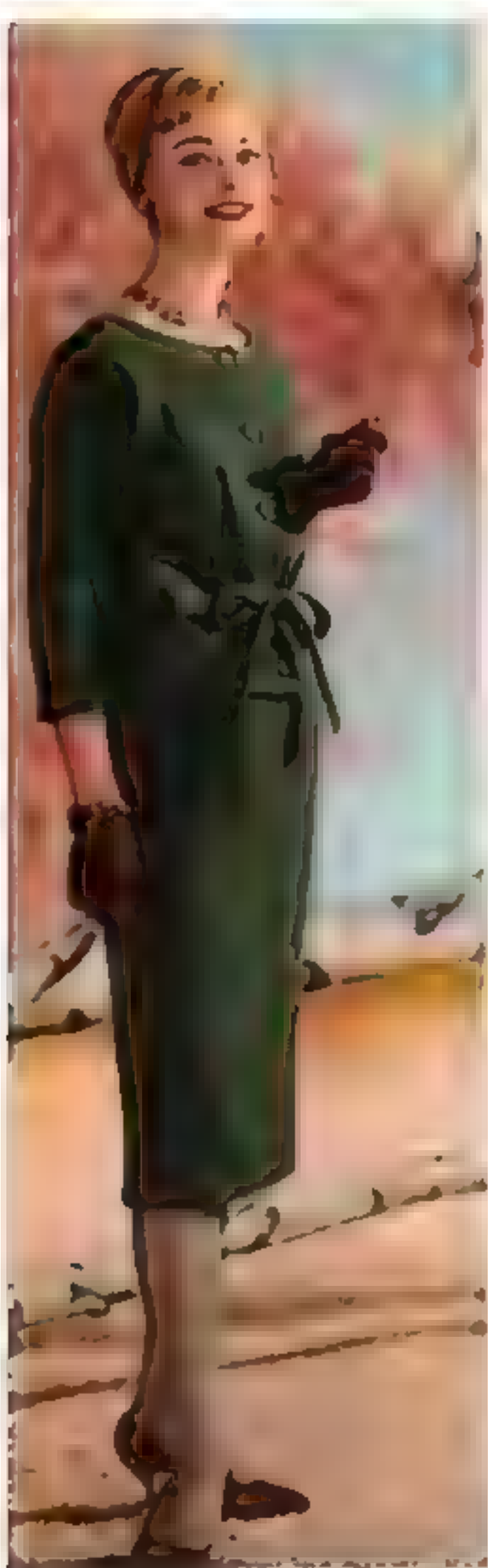
The Pure Silk Foulard Square, parsley bordered, has hand rolled edges. About 23 1/4 inches square. hand washable separately. From Japan. Shpg. wt. 2 oz.
88 G 8267—Red with aqua and gold . . . \$1.97
88 G 8268—Light blue with autumn tan . . . 1.97
88 G 8269—Moss green with autumn tan . . . 1.97

Tailored perfection in flat snake chain and mesh metal. Necklace adj. to 15 1/4 in. 1-in. wedding band mesh-like clip earrings. **State gold or silver color**.
4 G 3724E—Necklace, earring set. **Wt.** 3 oz. . . \$3.74
4 G 3725E—Bracelet. 7 3/4 in. **Wt.** 2 oz. 2.00
Prices include 10% Federal Excise Tax.

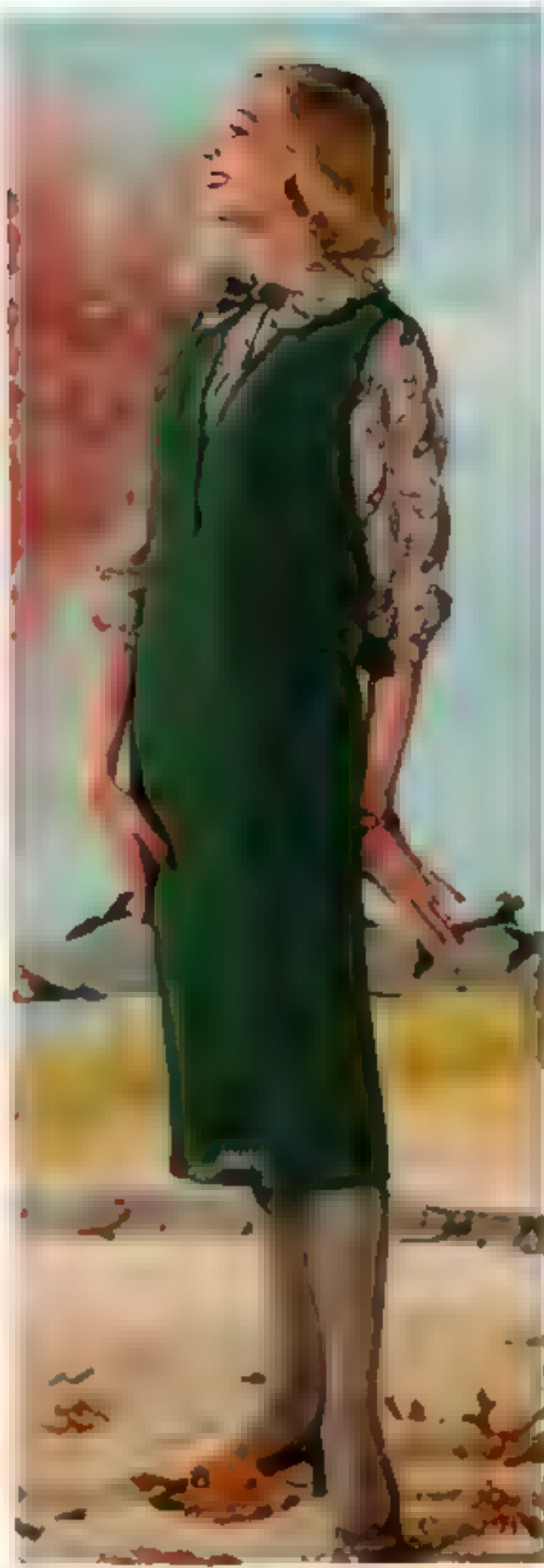
Measuring instructions for Misses' and Juniors' sizes in green section in back of book. for sweater chart, see page 131.

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MASS SEARS 11



Tinted Stockings sold on page 2



New, Becoming Chemise Dress 70% wool, 15% Angora rabbit hair, 15% nylon in a basket type weave 1-pc. dress, fully lined 2-pc. effect front with underbodice plain back with long zipper, walking pleat 2 in. hem Dry clean. Hat sold in Hat Section. *Misses' sizes* 10, 12, 14, 16, 18. *Wt.* 1 lb. 8 oz.
T31 G 7724—Deep moss green
T31 G 7725—Star sapphire blue (light)
Order correct size \$2.50 down Each, cash \$24.50

Corduroy Coat Dress with button-on adjustable belt shown buttoned high, draped loosely in back may also be worn at bustline or lower 2 inch hem. New high and low wale corduroy rich looking, washable. Handbag sold in Bag section. *Fits Juniors and Misses State size* 9, 10, 11, 12, 13, 14, 15, 16, 17, 18. *Shipping wt.* 1 lb. 11 oz.
T31 G 4577—Autumn rust. \$7.54
T31 G 4578—Star sapphire blue (light) 7.54

Wool Flannel Chemise Jumper D-rings adjust, back tab has gold color buttons. Dry clean *State Misses' sizes* 10, 12, 14, 16, 18. *Wt.* 1 lb. 5 oz.
T7 G 5765—Autumn green \$11.97
T7 G 5766—Black 11.97
Paisley Cotton Broadcloth Blouse hand wash *Misses' sizes* 10, 12, 14, 16, 18. *State size*
T7 G 6725—Autumn leaf color paisley print with green rayon velvet bow Shpg. wt. 8 oz. \$3.97

ITEMS DESCRIBED BELOW ARE ILLUSTRATED ON OPPOSITE PAGE

Leather Chemise Jacket ocean pearl buttons, rayon twill lining. Belt included. About 25% in long *State Misses' sizes* 8, 10, 12, 14, 16, 18.
T7 G 8115—Rust Suede (dry clean)
T7 G 8116—Beige Suede (dry clean)
T7 G 8117—Beige Capeskin (sponge clean with care)
Wt. 1 lb. 12 oz. \$2.50 down Each, cash \$24.97

Wool Tweed Skirt captures the colorful hues of falling leaves teams well with the new shape blouses, sweaters and jackets. Its line is slim with back kick pleat for easy walking. Leather belt. Back zipper. Dry clean. Shpg. wt. 1 lb. 4 oz.
Misses' sizes 8, 10, 12, 14, 16, 18. *State size*
T7 G 4902—Rust and gold tweedy plaid \$7.97

Bold-pleid Coat of 75% wool, 15% nylon, 10% cashmere. Alpaca pile lining on woven cotton back (face 39% back 61%). Sleeves lined with acetate satin, wool interlined. Hood sold on page 93. *Misses' sizes* 8, 10, 12, 14, 16, 18. *State size*
T12 G 4117—Rust, tan, and black beige lining
T12 G 4118—Gray and black black lining
Wt. 5 lbs. 2 oz. \$4.00 down Each, cash \$36.50

Textured leather pump. Leather sole. 2 1/2 in. heel. *State size* *Wt.* 1 lb. 9 oz. *Sizes.* B lined. 5 to 9. *Half sizes* too.
54 G 8423—Autumn tan. Pair \$6.77
54 G 8424—Black. Pair 6.77

Sculptured design jewelry. *State gold.* *ropier color.* *Necklace* adj. 16 1/2 in.
4G3719E—Necklace *Wt.* 2 oz. \$2.00
4G3720E—Earrings 1 in. *Wt.* 2 oz. 1.00
4G3721E—Bracelet 3/4 in. *Wt.* 2 oz. 2.00
Free multiple 10% Federal Excise Tax

Cordoba Bag from Italy, smartly tailored. Unlined about 10 1/2 x 7 1/2 in. Zipper pocket. Price includes 10% Fed. Tax. *Shpg. wt.* 1 lb. 1 oz.
88 G 3766E—Autumn tan \$4.44

Imported Nation Gloves to match the bag. Supple lambskin, handsewn. Hand washable. About 8 1/4 in. long. *State size* 6 1/2, 7, 7 1/4, 8. *Shpg. wt.* 3 oz.
88 G 5780—Autumn tan \$4.77

Autumn Glory

*color key
for fashion*



Off-beat Plaids

paint the sportswear picture



*For leopards
see heavy
section*



For jewelry,
see page 6



For jewelry,
see page 24

Two-piece Chemise Set. A relaxed, chemise style, wool jersey overblouse tops a half circle, side zipped, wool plaid skirt. The removable plaid tie of overblouse matches skirt. Dry clean. *State Muses' size 10, 12, 14, 16, 18.*

T7 G 7358—Two piece set; med. blue overblouse med. blue and green plaid skirt. Shpg. wt. 1 lb. 13 oz. ... \$15.97

T7 G 7359—Skirt only; med. blue and green plaid. Shpg. wt. 1 lb. 8 oz. \$9.77

Side-buttoned Coat Dress news this season in the easier shaping, the outsized woven plaid. The fabric is an expensive 100% worsted wool in a beautiful twill weave. Set-in pocket. 2 inch hem. Dry clean.

Muses' sizes 8, 10, 12, 14, 16. Order correct size. Shpg. wt. 1 lb. 6 oz.

T31 G 7721—Red plaid as shown

T31 G 7722—Sapphire and turquoise blue plaid Each \$17.70

Pique Pullover. 88% Australian wool 10% kid mohair, 2% Shetland wool blend. Long sleeves. Hand washable.

State size 34, 36, 38, 40. WL 14 oz.
7G8810—Black 7G8813—Med. blue
7G8811—White 7G8812—Red. Ea. \$5.74

Pleated Plaid Skirt. Blend of 75% wool, 15% nylon, 10% cashmere. Side zipper. Dry clean. Shpg. wt. 1 lb. 8 oz.

State Muses' size 8, 10, 12, 14, 16

T7 G 4900—Rust and green plaid \$10.97

Chukka Boot with easy fleece lining for outdoor sportswear. Full cushion insole. Washable cotton duck. Rubber sole. *State C (medium wide) in 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9. State size. Wt. 1 lb. 4 oz.*
76G9529—Chino Pr. \$4.77
76G9530—Red Pr. 4.77
76G9531—Black Pr. 4.77

ITEMS DESCRIBED BELOW SHOWN ON OPPOSITE PAGE

The Plaid Coat Makes its Mark ... pure wool, in colors crisp and tangy as a pine-woods. Pleats fall softly from back shoulders, smartly accent double-breasted front. Lined in acetate and rayon crepe-back satin, all wool interlined. For hat and bag, see respective sections. Shpg. wt. 5 lbs. 14 oz. *State Muses' size 8, 10, 12, 14, 16, 18.*
T17 G 2070—Blue, green and black
T17 G 2071—Autumn copper and tan \$4.50 down ... Each, cash \$44.50

Buffy Chemise Pullover Sweater of 100% Virgin Hi-bulk Turbo Orlon®. 2 front pockets. Hand wash. *State size 34, 36, 38, 40. Shpg. wt. 1 lb. 5 oz.*

T7G8816—Jockey red T7G8817—Black
T7G8818—White Each \$8.50

Plaid Walking Shorts. Self belt. Waist tab. Hidden side zip. 2 side pockets. 70% Acrilan† 30% wool. *State Muses' size 8, 10, 12, 14, 16, 18. Shipping weight 9 oz. Dry clean.*
T7 G 8450—Red, gray and gold \$4.97

Chemise Button-front Overblouse. Waffle weave combed cotton knit. Hand wash. *State Muses' size small (8-10), medium (12-14), large (16-18).*

T7 G 7862—Gold. Shpg. wt. 12 oz. \$3.97
T7 G 7863—Black. Shpg. wt. 12 oz. 3.97

Tapered Plaid Long Pants. Self belt. 2 side pockets. Side waist tab, hidden zipper. 70% Acrilan, 30% wool. Dry clean. *Muses' sizes 8, 10, 12, 14, 16, 18.*
T7 G 846—Red, gray and gold plaid. Shpg. wt. 1 lb. *State size.* ... \$5.97

Chino, red
or black



* Dupont T.M., acrylic fiber
† Chemstrand T.M., acrylic fiber

Measuring instructions in green section in back of book; for sweater chart, see page 131

NO DOWN PAYMENT needed when you add to your Easy Payment Account see inside back cover

At home Fashions

for hostess
or homemaker



Corduroy and cotton

\$10.76

The little outfit stays at home in beautiful comfort. Pa-day print cotton shirt to wear under an adorable coachman vest of corduroy. Done with the print lounge material. Tapered corduroy pants zip up the side. 2 pockets. Washable.

Color red. Size blouse size 32-44. Size pants size 10-18. 4-16. Shipping weight 2 lbs. 8 oz.
38 G 9798 3-piece set \$10.76

Drip-dry and knit cotton

\$9.77

Why go out? not when you can relax in such fashionable ease. Wrap style, side zip blouse in playful, posy printed drip-dry cotton. Tapered knit pants in harmonizing solid color. Back zipper. Fitting sash. One pocket. Washable. Size blouse size 32-44. Size pants size 10-18. 4-16. Shipping weight 2 lbs. 3 oz. 38 G 9787 Red print, olive green
38 G 9788 Orange print, blue
Shpg. wt. 2 lbs. 3 oz. set \$9.77

Cotton sateen, corduroy

\$8.71

Glamour takes it easy around the house in a fetching, floral printed combed sateen shirt with roll up sleeves. F. gure slimming, tapered corduroy pants zip up the side. have 2 pockets. Washable. Size blouse size 32-44. Size pants size 10-18. 4-16. Shipping weight 2 lbs. 2 oz. 2-piece set \$8.71

MISSES' MEASURING CHART FOR 2 AND 3-PIECE LOUNGE SETS

Chart for Pants						Chart for blouses and shirts					
Size	10	12	14	16	18	20	Size	12	14	16	18
Waist	24 1/2	25 1/2	27	28 1/2	30 1/2	32 1/2	Waist	31	32	33	34
Hips	34	36	38	40	42	44	Waist	35	36	37	38

By size to state two sizes for 2-piece outfits



Perma-Smooth cotton drips dry

\$7.97

3-part harmony to live in and look beautiful. Shortwaist blouse with roll up sleeves, cleverly accented with gay modernistic print. Slim $\frac{3}{4}$ -length pants in solid color have side zipper. To wear over them... a swirly wrap-around print skirt that ties in front, has two handy pockets. And they sing the sweetest song of easy care... washable, drip-dry smoothly in a jiffy.

State blouse size 32, 34, 36, 38, 40

State pants size 10, 12, 14, 16, 18

38 G 9791—Gold color 38 G 9792—Blue
Shipping weight 2 lbs. 2-piece set \$7.97

Drip-dry cotton

\$5.74

Smart fashion in a practical mood about the house. Witty dot printed blouson with roll up sleeves—self fabric draw string through hem to adjust as you wish and tie in a perky bow. Sheen finish pants, temperately tapered with your active life in mind. Not at bottom of each pant leg. Side seam pocket. Very little care—washable, drip-dry.

State blouse size 22, 34, 36, 38, 40.

State pants size 10, 12, 14, 16, 18

38 G 9785—Blue 38 G 9786—Tangerine
Shipping weight 1 lb. 2-piece set \$5.74



Pinwale corduroy

\$8.71

Whistle while you work... and why not? You look so neat and pretty in this easy corduroy jumper. Done up all-of-a-piece in cheer you-up red plaid. Considerately styled with drop seat, attached to belt that comes around front to buckle in brass. Handy patch pocket, short dolman sleeves. Zips up the front to its casual wing collar. Warm, velvety soft and washable.

State blazer size 10, 12, 14, 16, 18. Shipping weight 1 lb. 10 oz.

38 G 9784... Each \$8.71

WHEN ORDERING two or three-piece outfits, check measuring chart on facing page. For one-piece outfits see measuring information on page 1547.

Sanforized flannellette

\$5.74

Almost nice to do housework in this easy-fitting charmer. Paisley printed colotte style with wide, skirty pants legs. Zips to the bodice where four matching-color buttons take over. Notched collar. Cuffed sleeves. Self fabric belt held by loops. Side seam pocket. So little bother to care for. Washable max, fabric shrinkage 1%.

State blazer size 12, 14, 16, 18, 20.

38 G 9794—Blue

38 G 9795—Red

Shpg. wt 1 lb. 4 oz.

Each \$5.74

Create your own combinations in Color Coordinates

Here's the most exciting way to buy separates. Everything interchanges and you decide which top to wear with which skirt . . . or slacks. So many fashionable parts to arrange with attractive results each time!



B Slacks \$7.74

D Skirt \$6.77 Misses' \$7.74 Women's

E Skirt \$6.77

A Chemise Sweater in **Om-Loo®** Textured Nylon . . . great with pants or skirts. Relaxed over-blouse lines especially wonderful in the free, lux free knit that washes so well in your machine. Neckline and lapband treated to the same bulky-look stitch. *State size 34, 36, 38, 40.*
T7 G 7043 Star sapphire blue. Wt. 9 oz. \$6.77
T7 G 7044 Rose glow. Shpg. wt. 9 oz. 6.77
T7 G 7045—Mist green. Shpg. wt. 6.77

B Plaid Slacks in 100% Pure Wool . . . tapered to give you a tall, slim fit. Side zipper, side pocket, self belt. Dry clean. *State Misses size 10, 12, 14, 16, 18. Wt. 1 lb 2 oz.*
T7 G 7007 Star sapphire blue plaid \$7.74
T7 G 7008 Rose glow plaid 7.74
T7 G 7009 Mist green plaid 7.74

C Bulky-look Blouson in Super soft Orlon® can also be worn without drawstring waist-tie. Washable 100% Hi-bulk Orlon dries in a jiffy. *State size 34, 36, 38, 40. Wt. 15 oz.*
T7 G 7035 Star sapphire blue. 6.77
T7 G 7036 Rose glow 6.77
T7 G 7037—Mist green. 6.77

D Slim-line 100% Wool Flannel Skirt . . . self-lined. Contrast hip pocket, self belt. *State Misses size 10, 12, 14, 16, 18. Wt. 1 lb 2 oz.*
T7 G 7015 Star sapphire blue T7 G 7016 Rose glow
T7 G 7017 Mist green Each \$6.77
State Women size 34, 36, 38, 40 44 Wt. 1 lb 2 oz
T7 G 7042—Star sapphire blue T7 G 7043 Rose glow
T7 G 7044—Mist green Each \$7.74

E Grain ribboned Waffle weave Sweater in the semi-fitted chemise shape that can be worn tucked or untucked. Stand collar is self-lined to stay in place. Washable 100% Hi-bulk Turbo Orlon dries in a jiffy. *State size 34, 36, 38, 40.*
T7 G 7039 Star sapphire blue. Wt. 12 oz. \$4.77
T7 G 7040 Rose glow, Shpg. wt. 12 oz. 4.77
T7 G 7041—Mist green. Shpg. wt. 12 oz. 4.77

F Plaid Straight-liner Skirt in 100% Wool looks well with tucked or over blouse tops. Bowed waist belt slips through tunnel loops. *State Misses size 10, 12, 14, 16, 18. Wt. 1 lb.*
T7 G 7003 Star sapphire blue plaid \$6.77
T7 G 7004 Rose glow plaid 6.77
T7 G 7005—Mist green plaid. 6.77



[H] Skirt \$8.71



\$6.77
Light
sweater

\$6.77
Dark
sweater

\$8.71
Plaid
skirt

\$6.77
Solid color
skirt

SWEATER and SKIRT MIXERS...enticingly color matched

Wear them tone-on-tone, vary it with plaid

[G] Ban-Lon® Sweater Set . . . full-fashioned textured nylon; machine washable. *State size* 34, 36, 38, 40
T7 G 7019—Star sapphire blue . . . T7 G 7020—Rose glow
T7 G 7021—Mist green . . . Shpg. wt. 15 oz. . . Set \$11.74
Set also in Larger sizes 42, 44, 46. *State size*
T7 G 7023—Star sapphire blue . . . T7 G 7024—Rose glow
T7 G 7025—Mist green . . . Shpg. wt. 15 oz. . . Set \$13.74
Cardigan Only. *State size* 34, 36, 38, 40
T7 G 7027—Star sapphire blue . . . T7 G 7028—Rose glow
T7 G 7029—Mist green . . . Shpg. wt. 10 oz. . . Each \$6.77
Larger Size Cardigan Only. *State size* 42, 44, 46.
T7 G 7031—Star sapphire blue . . . T7 G 7032—Rose glow
T7 G 7033—Mist green . . . Shpg. wt. 10 oz. . . Each \$7.74

[H] Flare Tone-on-tone Plaid Skirt in 100% Wool
self belt brass-buckled in duplicate. Side zipper. Dry
clean. *Misses' size* 10, 12, 14, 16, 18. *State size*
T7 G 7011—Star sapphire blue . . . T7 G 7012—Rose glow
T7 G 7013—Mist green. Shpg. wt. 1 lb. 9 oz. . . Each \$8.71

Plaid Skirt of 85% Wool, 15% Nylon . . . its muted colors blend for a lovely effect, its unpressed pleats fall gently and gracefully. Side zip. Dry clean. Wt. 1 lb. 7 oz.
Misses' sizes 10, 12, 14, 16, 18. *State size*.
T7 G 7312—Heather gray plaid. . . . \$8.71
T7 G 7313—Heather brown plaid. . . . \$8.71

Solid Color 100% Wool Flannel Shirt . . . an asset to any wardrobe with its look of fine tailoring. Seat-lined. front kick pleat side zipper. Dry clean. Shpg. wt. 1 lb. 4 oz.
Misses' sizes 10, 12, 14, 16, 18. *State size*.
T7 G 7310—Heather gray \$6.77
T7 G 7311—Heather brown \$6.77

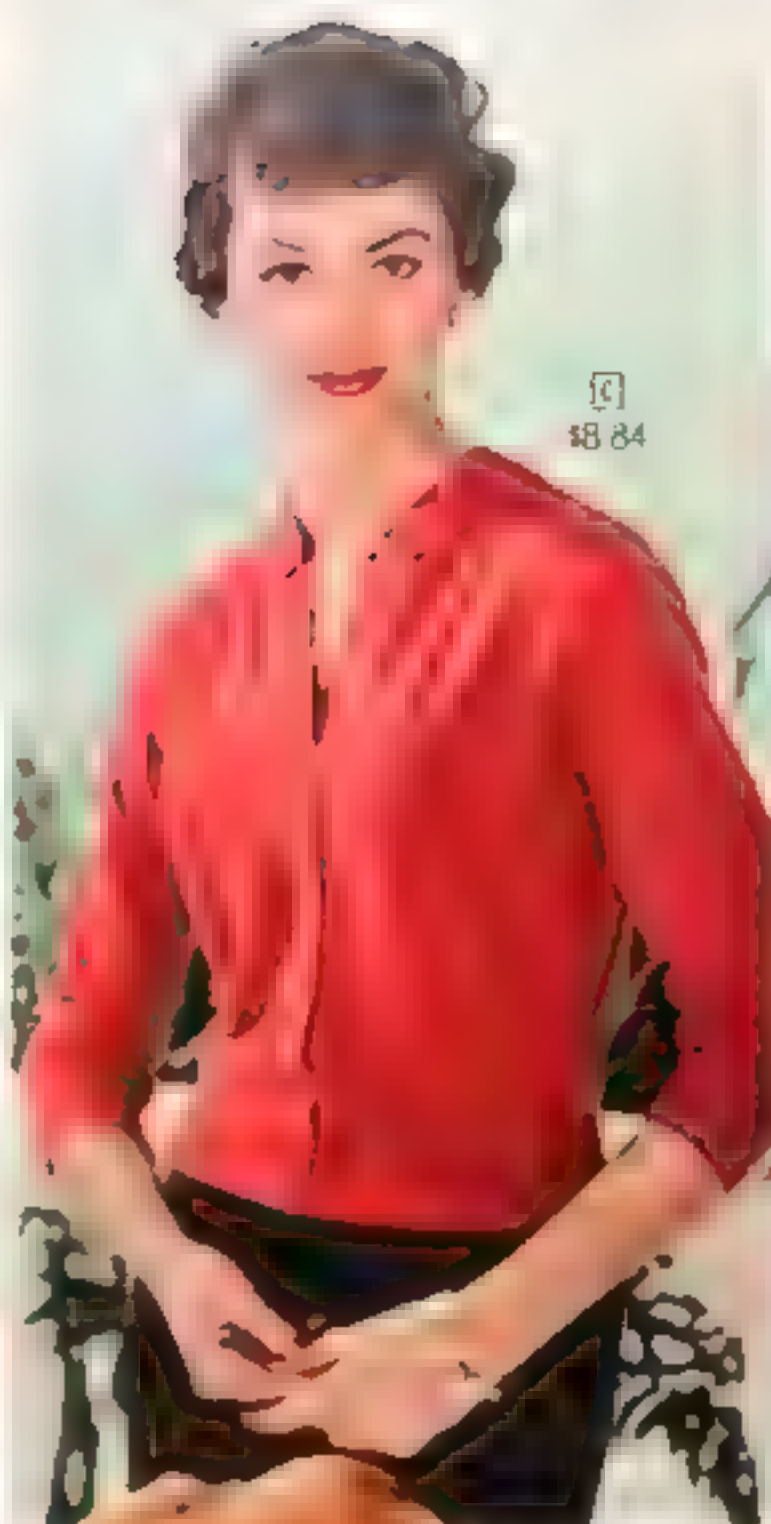
The 100% Lamb's Wool Sweaters . . . softest, softest wool imported from Japan makes these two-tone pullovers a joy to wear! The tie-trim is removable; the collar hides away to form a fluttering V-neck. Accessorized with scarves or jewelry, you actually have many styles in one. Hand washable. *Sizes* 34, 36, 38, 40. *State size*. Shipping weight 10 oz.

Light Sweater with darker trim . . . T7 G 7315—Lt. gray with heather gray \$6.77
Dark Sweater with lighter trim . . . T7 G 7316—Heather gray with lt. gray \$6.77
T7 G 7317—Beige with heather brown. 6.77 T7 G 7318—Heather brown with beige 6.77

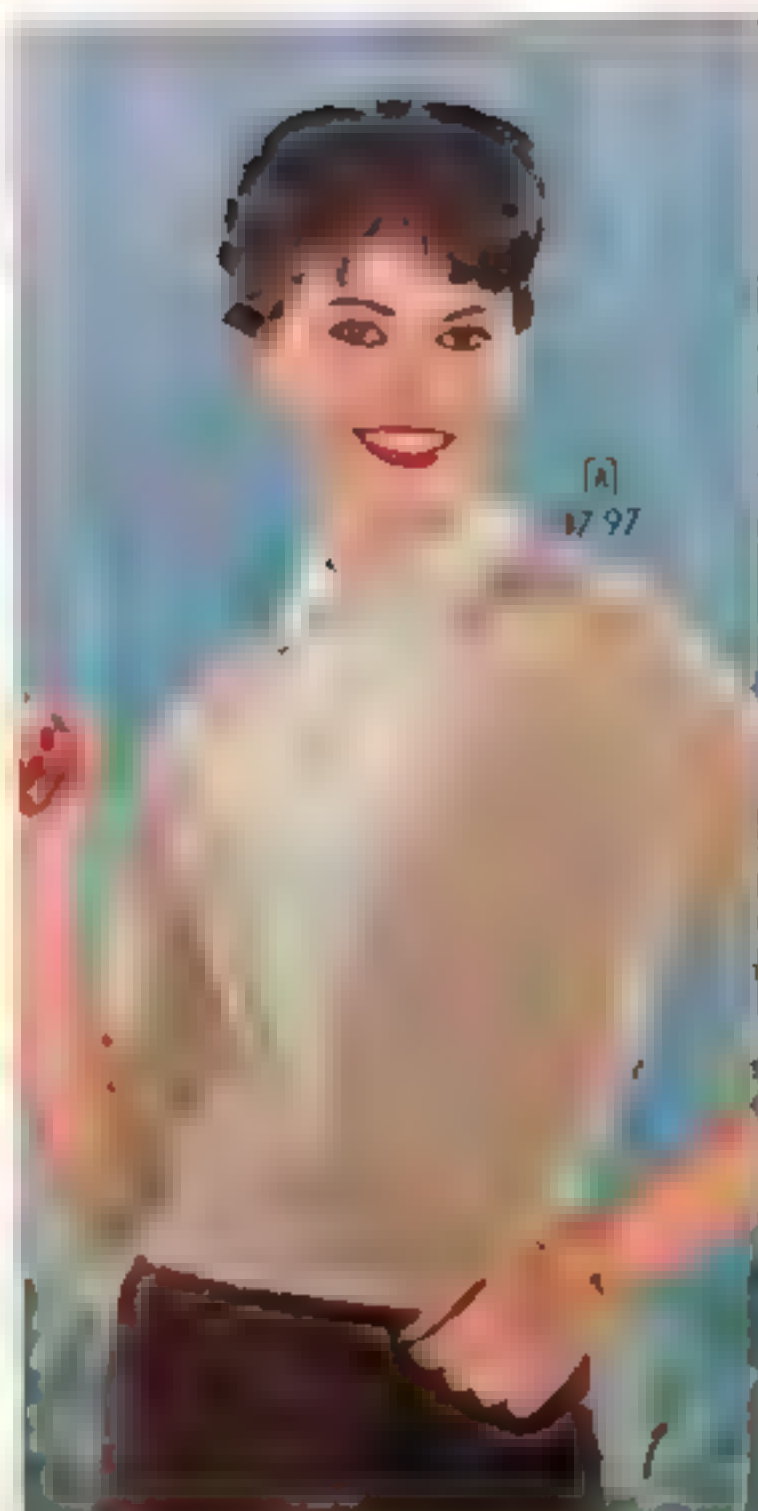


B \$7.94

See Fabric Samples at Sears Catalog Sales Offices or Catalog Sales Desk at your nearest Sears Retail Store. See pages immediately preceding green section for information.



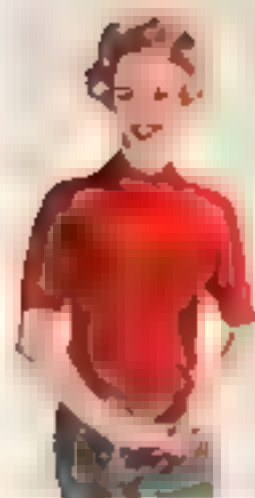
C
\$8.84



A
\$7.97



D
\$12.97
Set
\$7.97
Cardigan
only



A **Intoxic Elegance on a Dainty Pullover** charmed with tiny button closing. Downy, soft and full fashioned in part fur fiber... 70% lamb's wool, 20% angora rabbit hair, 10% nylon. Hand wash. *State size* 34, 36, 38, 40. *Wt.* 12 oz.
7 G 8260—Light heather beige with white. \$7.97
7 G 8261—Light heather gray with white. 7.97

B **The Most Feminine Cardigan** focuses attention on simulated double collar and front closing... focuses eyes on you because you look so pretty in it. Full fashioned in part fur fiber... 75% lamb's wool, 25% angora rabbit hair. Hand wash. *Sizes* 34, 36, 38, 40. *State size*. *Shpg. wt.* 12 oz.
7 G 8255—Star sapphire blue with white. \$7.94
7 G 8256—Pink crystal with white trim 7.94
7 G 8257—Med heather gray with white trim 7.94
7 G 8258—Fawn (med.) brown with white trim 7.94

C **Glorious Dressmaker... Waist Length**, Full fashioned part fur fiber shortigan does lovely things for your figure... becoming with skirts, pants or under suits. 70% lamb's wool, 20% angora rabbit hair, 10% nylon. Hand wash. *Sizes* 34, 36, 38, 40. *State size*. *Shpg. wt.* 13 oz.
7 G 8250—Rose glow 7 G 8251—Blonde beige
7 G 8252—Black 7 G 8253—Deep open blue
7 G 8254—Medium emerald green... Each \$8.84

D **Sweater Story in Two Parts**... a variation on the classic theme with Paris-inspired styling. Note the handsome color combinations... the wide rib-knit neckline on short sleeve pullover... the dipping V on the cardigan. Full fashioned of 100% Virgin Hi-bulk Turbo Orlon® hand washes, quick-dries. *State size* 34, 36, 38, 40.
7 G 8265—Ruby red with medium heather gray
7 G 8266—Lt. heather gray, med. heather gray
7 G 8267—Lt. heather beige, med. heather brown
Shipping weight 1 pound 2 oz.....Set \$12.97
Cardigan only. *State size* 34, 36, 38, 40
7 G 8268—Ruby red on medium heather gray
7 G 8269—Lt. heather gray on med. heather gray
7 G 8270—Lt. heather beige on med. heather brown. *Shpg. wt.* 12 ounces..... Each \$7.97

Foremost style experts recommend

The Fashionable Sweater



[E] \$6.97

[F] \$6.97

[E] Rich with Ribbing . . . a cloud soft, full fashioned pullover shaped at shoulder-line with rows and rows of rib stitch design. High-ending collar closes with a single button. 100% Virgin Hi-Luck Turbo Orlon® hand washes; forget blocking.

State size 34, 36, 38, 40. Shpg. wt. 14 oz.
 7 G 8750—Emerald green . . . \$6.97
 7 G 8751—Deep open blue . . . 6.97
 7 G 8752—White . . . 6.97
 7 G 8753—Cherry red . . . 6.97

[F] Vested Fashion Interest for casual life . . . the rib-knit Ban-Lon® sweater vest that leads a thousand lives. Straight lined à la chemise. It goes over all your shirts and blouses . . . sits hip-high on shorts, skinty pants or skirts. 100% virgin textured nylon machine washes, won't pill or fuzz. State size 34, 36, 38, 40.

7 G 8485—Autumn gold 7 G 8486—Black
 7 G 8487—White 7 G 8488—Cherry red
 Shipping weight 15 oz. . . . Each \$6.97

[G] Introducing the Chemise Sweater . . . the loose-waisted, long-line cardigan that's at ease in town or country . . . looks equally great over skirts, long pants or shorts. Full fashioned with twice bowed, rib-knit pleat panel and stand-away collar marking you for attention coming or going. Comfortable, fashionable in part fur fiber (70% lambs' wool, 30% angora rabbit hair, 10% nylon). Hand wash. State size 34, 36, 38, 40. Wt. 1 lb.

7 G 8755—Deep open blue \$9.97 7 G 8757—Rosewood tan . . . \$9.97
 7 G 8756—Rose glow . . . 9.97 7 G 8758—Emerald (med.) green . . . 9.97

For other sweaters and sweater measurement chart, see sweater section.
 For jewelry on these 2 pages, see jewelry section.

Sears EASY TERMS available . . . see inside back cover

* Do Post T. N. for
 in order



[G]
 \$9.97

ALL SEARS 21

Separates get together via

Colorful Corduroy



A \$3.77
Pedal Pushers

B \$2.83
Walking Shorts

C \$3.77
Tapered Pants

E \$8.77
2-pc. Set
\$3.97
Pants Only

F Jumper \$6.97

H Jumper \$8.97

A Corduroy Pedal Pushers smart western style. Size zipper. Hand wash. State M sizes size 10-12-14-16-18. Shpg. wt. 11 oz.
T7 G 6436 Open blue \$3.77
T7 G 6434 Black 3.77
T7 G 6435 Amber tan 3.77

B Corduroy Walking Shorts, frontier pockets. Fly front zipper. Hand wash. State M sizes size 10-12-14-16-18. Shpg. wt. 4 oz.
T7 G 6439 Amber tan \$2.83
T7 G 6438 Black 2.83
T7 G 6440 Open blue 2.83

C Corduroy Tapered Pants, lean, long and like. Side zipper placket. Hand wash. Misses size 10-12-14-16-18. State size Shpg. wt. 12 oz.
T7 G 6430 Black \$3.77
T7 G 643 Amber tan 3.77
T7 G 6432 Open blue 3.77

D Striped Knit Pullover clearly marked w/ self color inset. Hand washable cotton. State M sizes size 10-12-14-16-18. Shpg. wt. 4 oz.
T7 G 7857 Black white \$2.83
T7 G 7858 Blue white 2.83

E Corduroy Play Set bright key to leisure fun. Moody top has detachable tie and snap roll sleeves. Zip button hem. Tapered ankle length pants have side zipper and pocket. Hand wash separately. Misses size 10-12-14-16-18. State size Shpg. wt. 2 lbs.
T7 G 6442 Red with red and green \$8.77
T7 G 6443 Black gray black and white \$8.77
Pants Only State size white
T7 G 6445 Red green plaid
T7 G 6446 Gray black white plaid. Wt. 17 oz. Each \$3.97

F Slim Corduroy Jumper accented with gold dot buttons, twin buckle belt. Long back zipper. Hand wash. Misses size 10-12-14-16-18. State size Shpg. wt. 1 lb.
T7 G 5905 Open blue \$6.97
T7 G 5906 Jade green 6.97
T7 G 5917 Ruby red 6.97

G Scarf tied Blouse in Acrylic jersey or Aden Washable. Snap dries. Won't shrink or sag. Shipping wt. 8 oz.
State size 32-34-36-38-40
T7 G 7854 Black \$3.27
T7 G 7855 White 3.27

H Rare Corduroy Jumper features a gold color cord from belt chain. Snap buttons trim bonce. Long back zipper closing. Hand washable. State M size size 10-12-14-16-18-20. Shpg. wt. 1 lb. 9 oz.
T7 G 5912 Sapphire blue
T7 G 5913 Black Each \$8.97

J Fowlard Print Blouse has convertible collar. 3/4 sleeves. Fine quality cotton broadcloth. Hand washes. State size 32-34-36-38-40-42
T7 G 6625 Red with blue print Shpg. wt. 7 oz. \$2.83

MEASURE TO BE SURE For misses measuring instructions, see green pages in back of book, for blouse chart, see page 117

See Fabric Samples or Sears Catalog Sales Offices or Catalog Sales Desk or your nearest Sears Retail Store. See pages immediately preceding green section for information.

*Theatrical T.M. for sample fiber



K 2-Pc. Suit \$9.87

M Skirt \$6.77



P Jumper \$7.97

S Jumper \$6.97

T \$2.83
Broadcloth
Blouse



U \$6.97
2-Pc. Outfit

K Corduroy Suit with rich thick 'n' thin rib . . . accented with contrast flap trim. Button-front jacket half-lined with striped Acrilan® jersey by Allen. Skirt side zips. Hand wash. *State size*. *Misses' sizes* 10 12 14 16 18 20. Wt. 1 lb. 7 oz. T7 G 7320—Red, black trim T7 G 7321—Black with white trim. 2-pc. suit \$9.87

L Striped Bow-blouse in Acrilan jersey by Allen. Washable, drip-dries, retains shape. $\frac{3}{4}$ dolman sleeves, back zipper. *Sizes* 32, 34, 36, 38, 40, 42. *State size*. Shpg. wt. 8 oz. T7 G 7322—Red stripe on charcoal gray . . . \$3.77 T7 G 7323—White stripe on charcoal gray . . . \$3.77

U Two-piece Chemise Outfit Makes News in Corduroy. Straight-line top focuses attention hip-high where it bands and ties at side. Gold color buttons close at back. Slim skirt has side zipper placket, back kick pleat for easy walking. Hand washable. Shipping weight 1 lb. 1 oz. *Misses' sizes* 10 12 14 16 18 20. *State correct size*. T7 G 688—Jade green . . . \$6.97 T7 G 6882—Ruby red. \$6.97

M 10-gore Corduroy Skirt flares handsomely. Its high-rise princess waist encircled with twin-buckle self belt. Side zipper. Hand wash. Shpg. wt. 2 lbs. *Misses' sizes* 10 12 14 16 18 20. *State correct size*. T7 G 6877—Open blue T7 G 6878—Autumn tan T7 G 6879—Black Ea \$6.77

N Tone-on-tone Blouse in Acrilan jersey by Allen. Washable; drip-dries, entirely devoid of wrinkles. *Sizes* 32, 34, 36, 38, 40, 42. *State size*. Shpg. wt. 8 oz. T7 G 7850—Powder blue with blue trim . . . \$3.77 T7 G 7851—Sand beige with rust trim . . . \$3.77 T7 G 7852—White with black trim . . . \$3.77 *Jewelry sold on page 13*

P Plaid Corduroy Jumper cut on the straight and narrow of the new chemise silhouette. It bypasses your waist in favor of your hips where a self-fabric tab and decorative safety pin accent hip-band. Long back zipper closing. Hand washable. *State size*. *Misses' sizes* 10 12 14 16 18. Shpg. wt. 14 oz. T7 G 9919—Black and white plaid . . . \$7.97

R Mandarin-neck Blouse . . . in Acrilan Jersey by Allen. Smart all-purpose style is washable, drip-dries, sheds wrinkles in the hanging $\frac{3}{4}$ dolman sleeves, back zipper closing. *State size* 32, 34, 36, 38, 40. Shipping weight 8 oz. T7 G 7860—White . . . \$2.83

S Corduroy Chemise the jumper takes a new shape, looks better than ever! It relaxes as it skips past waist, gets truly exciting with a print wash pulled through lap tabs and tied in a great big bow! Sash matches shirt (T) . . . or you can use any hip accent you like. Hand wash. *State Misses' size* 10 12 14, 16, 18. Shpg. wt. 14 oz. T7 G 5921—Ruby red \$6.97

T Floral Print Shirt nicely tailored, then vividly splashed with color like that seen in a tropical garden. Cotton broadcloth, hand wash separately. *Sizes* 32, 34, 36, 38, 40. *State size*. Shpg. wt. 7 oz. T7 G 6884—Red, moss green and black . . . \$2.83

W Puritan-collar Blouse . . . a charming tailored style fashioned of fine quality washable cotton broadcloth. Detachable string bow-tie, front button closing. *Sizes* 32 34 36 38 40 42. *State size*. T7 G 6884—White. Shpg. wt. 6 oz. \$2.83



A
\$12.82
2-Pc. Set
\$6.97
Skirt Only

B
\$15.87
2-Pc. Set
\$9.97
Skirt Only



For Jewelry,
and
Accessories section

D \$13.94 \$7.97
2-Pc. Set Skirt Only

E \$12.87 \$5.97
2-Pc. Set Skirt Only

2-piece outfits

Strike a Match

Buy set or separate skirt

A Fringe-collar Box-plaid Set 100% wool skirt seat-lined and back ripped for smooth fit. 80% Orlon®, 20% wool jersey top plaid-trimmed. Novel self belt. Dry clean. Misses' sizes 10, 12, 14, 16, 18. State correct size. Shpg. wt. 2 pc. set 1 lb. 7 oz. Skirt only shpg. wt. 1 lb. 2 oz.
T7 G 7380-2 Pc. Set: Lt. blue with lt. blue, navy, white \$12.82
T7 G 7381-2 Pc. Set: Black with black, gray, white plaid \$12.82
T7 G 7382-Skirt Only: Light blue, navy and white plaid \$6.97
T7 G 7383-Skirt Only: Black, gray and white plaid \$6.97

B Flare-skirt Set Plays Up Plaid 100% wool skirt self-belted and buckled in gold-color metal. Side zipper. Yoked blouse is 80% Orlon, 20% wool jersey. Dry clean. Misses' sizes 10, 12, 14, 16, 18. State correct size. Shpg. wt. 2-pc. set 1 lb. 13 oz. Skirt only shpg. wt. 1 lb. 8 oz.
T7 G 7375-2 Pc. Set: Lt. gray with lt. gray and red plaid \$15.87
T7 G 7376-2 Pc. Set: Med. blue with med. blue and rust \$15.87
T7 G 7377-Skirt Only: Light gray and red plaid \$9.97
T7 G 7378-Skirt Only: Medium blue and rust plaid \$9.97

C Color-Checked Tweed Set front wrapped 100% wool skirt slim and side-buttoned, half-lined to keep its shape. 80% Orlon, 20% wool jersey top tweed-collared. Dry clean. Misses' sizes 10, 12, 14, 16, 18. State correct size. Shpg. wt. 2-pc. set 1 lb. 14 oz. Skirt only shpg. wt. 1 lb. 6 oz.
T7 G 7385-2 Pc. Set: Gold with gold tweed \$13.97
T7 G 7386-2 Pc. Set: Black with black and white tweed \$13.97
T7 G 7387-Skirt Only: Gold tweed \$8.71
T7 G 7388-Skirt Only: Black and white tweed \$8.71

D Sweater and Skirt in a Single Color unstated dramatically by exquisite schiffli embroidery. Slim 100% wool flannel skirt schiffli decorated all over side ripped. Mock fashioned Orlon sweater collared to match fabric of skirt. Dry clean. State Misses' size 10, 12, 14, 16, 18. Shpg. wt. set 1 lb. 9 oz. Skirt only shpg. wt. 1 lb. 3 oz.
T7 G 7371-2 Pc. Set: Sapphire blue \$13.94
T7 G 7372-2 Pc. Set: Autumn copper \$13.94
T7 G 7373-Skirt Only: Sapphire blue \$7.97
T7 G 7374-Skirt Only: Autumn copper \$7.97

E The Chemise Look in Cotton Knit... fashion's new relaxed silhouette in the non-crush fabric you've reason to love! Overblouse has crisp nylon bow, white linen-look cotton collar. Side-zippered skirt seat-lined to retain shape. Dry clean. State Misses' size 10, 12, 14, 16, 18.
2-Pc. Set. Shipping weight 1 pound 9 ounces.
T7 G 7364-Medium gray and black \$12.87
Skirt Only. Shipping weight 1 pound.
T7 G 7364-Medium gray and black \$5.97

NO DOWN PAYMENT needed when you add to your Easy Payment Account. See inside back cover.



A \$9.74 12 to 20

B \$9.74 10 to 18

ARNEL and COTTON

Easy-care, all-season fabric

A The Step-in Dress. Exceptionally well made with smart button detail, 20-gore skirt. Belt included. Woven check Arnel and cotton . . . hand wash separately, drip dry . . . needs little ironing, resists wrinkles. *State size.* *Misses' sizes* 12, 14, 16, 18, 20. Shpg. wt. 1 lb. 8 oz. T31 G 6206—Fawn brown and black checks . . . \$9.74 T31 G 6207—Light blue and navy blue checks . . . 9.74

B The Shirtwaist Dress. Handsomely detailed step-in style with a convertible collar that is V-shaped and buttoned down in back. Back kick pleat, 3-inch hem. Woven stripe Arnel and cotton . . . hand wash separately, drip dry . . . needs little ironing, resists wrinkles. *State size.* *Misses' sizes* 10, 12, 14, 16, 18. Shpg. wt. 1 lb. 8 oz. T31 G 6204—Gold shadow stripe . . . \$9.74 T31 G 6205—Med. blue and gold shadow stripe . . . 9.74

See the Arnel-and-cotton flounced dress for Misses on page 5. A complete selection of cotton dresses for Misses on pages 54 through 57, 60 and 61. Measure . . . see green section in back of book.



C \$7.74 10 to 20

D \$8.74 12 to 20

FALL and WINTER COTTONS

In bright colors, becoming to everyone

C Woven Ploid, beautifully matched in a shirtwaist dress of fine combed cotton. Button detail on sleeves, inverted pleat at back of bodice; unpressed pleated skirt, 3-inch hem. Belt included. Hand wash separately. *State size.* *Misses' sizes* 10, 12, 14, 16, 18, 20. Shpg. wt. 1 lb. 2 oz. T31 G 5352—Multicolor with black luster stripe . . . \$7.74

D New Trench-coat Dress in wrinkle-resistant, combed chamo cotton. Back of bodice has cape-like pointed over panel that buttons down in authentic trench coat styling. Convertible collar, elasticized waist with gathers all around. Brass buttons, belt ring. 3-inch hem. Hand wash separately. *Misses' sizes* 12, 14, 16, 18, 20. *Please order correct size.* T31 G 5389—Sapphire blue T31 G 5390—Sand beige T31 G 5391—Red. Shpg. wt. 1 lb. 6 oz. Each \$8.74

E New 2-Pc. Outfit to wear 3 ways . . . as a jumper and blouse dress only, or jacketed dress . . . see small views. Jacket has tucking in front. Back of dress has square neckline, long zipper, kick pleat. 3-inch hem. Woven stripe and solid color fine combed cotton . . . hand wash separately. *State size.* *Misses' sizes* 10, 12, 14, 16, 18, 20. Shipping weight 1 lb. T31 G 5351—Red and multicolor stripes as shown, 2 pcs. \$9.54

E
\$9.54
10 to 20



ALL SEARS 25



\$16.70

\$16.70

The Panel-back Sheath rayon and nylon lace over acetate taffeta, rayon velvet trim. Billowy panels of nylon tricot chiffon attached from low scooped neckline to hem, draped hemline. Long back zipper. Dry clean. *Please measure, order correct size. Misses' sizes 10, 12, 14, 16, 18, 20. Shipping wt 1 lb. 8 oz.*
 T 31 G 8053—Light peacock blue
 T 31 G 8054—Coral pink Ea. \$16.70

The Covered Evening Sheath, ease with elegance... rayon and cotton brocade. Loose jacket (lined in acetate taffeta) casually reveals a slim shaped sheath. Back has square neckline, long zipper, back lock pleat; 2-inch hem. Dry clean. *Order correct size. Misses' sizes 10, 12, 14, 16, 18, 20. Shipping weight 1 lb. 12 oz.*
 T 31 G 8055—Ivory white \$16.70
 T 31 G 8056—Light blue 16.70



\$20.50 Long length \$19.50 Waist length

\$17.70

The Chiffon Evening Gown... (long or short length) in exquisite nylon tricot chiffon. Boned bodice; satin piping... V neckline and long zipper in back. Nylon net underskirt, full lining of acetate taffeta. Dry clean. *State size. Shpg. wt 3 lbs.*
Long length Misses' sizes 12, 14, 16, 18, 20
 T 31 G 08057—Raspberry T 31 G 08059—White
 T 31 G 08058—Cotillion (mod.) blue
 \$2.50 down... Each, cash \$20.50
Half length Misses' sizes 10, 12, 14, 16, 18
 T 31 G 08060—Raspberry T 31 G 08062—White
 T 31 G 08061—Cotillion (mod.) blue Each \$19.50

The Gala Dance Dress... flocked border design on filmy nylon, crisp and smooth as organza. Boned bodice... rayon velvet trim, long back zipper. Bouffant skirt of scalloped tiers on nylon net, full lining of acetate taffeta. Matching net stole. Dry clean. *Juniors' sizes 7, 9, 11, 13, 15. State size*
 T 31 G 08063—Pink with black
 T 31 G 08064—White with black
 Shpg. wt 3 lbs. Each \$17.70

DRESSES DESCRIBED BELOW ARE ILLUSTRATED ON OPPOSITE PAGE

A The Important Lace Dress, gracefully fluttering in every detail—tiers of acetate and nylon lace over acetate taffeta. Lined bodice has sparkly trim, rayon satin midriff and bow, in back... a V neckline, long zipper. Slim skirt is a circle of scalloped tiers, back lock pleat. Dry clean.
Misses' sizes 12, 14, 16, 18, 20. Order correct size. Shipping weight 1 pound 4 ounces
 T 31 G 8070—Mink beige T 31 G 8071—Black
 T 31 G 8072—Bright red Each... \$19.50

B The Bouffant Dress, young elegance for young romantics... acetate and nylon Chantilly-type lace with a beautiful acetate fabric that has a lustrous pear de soie sheen. Bodice has cummerbund effect, in back (see small view) scooped neckline, long zipper. Dry clean.
Fits Juniors and Misses. State size 7-8, 9-10, 11-12, 13-14, 15-16. Shipping weight 1 lb. 8 oz.
 T 31 G 8073—Frosted peach pink... \$15.70
 T 31 G 8074—Frosted aqua blue... 15.70

C The Dream Dress in nylon and acetate lace over acetate taffeta. Long moulded bodice, in back, a scalloped square neckline and a butterfly bow at waist. Full gathered skirt with pleated nylon net insert—pleats stay! Ruffled net under-skirt, long back zipper. Dry clean.
Order correct size. Shipping weight 4 lbs.
Misses' sizes 8, 10, 12, 14, 16, 18
 T 31 G 08011—White T 31 G 08012—Light blue
 \$3.00 down Each, cash \$26.50

Fashions in lace for half sizes, women's sizes

see pages 40 and 43. To determine your correct size see measurements charts in green section in back of book

26 SEARS

You can OPEN a Sears Easy Payment Account if your order totals \$20.00 or more see inside back cover

The elegant fashions

for your important moments



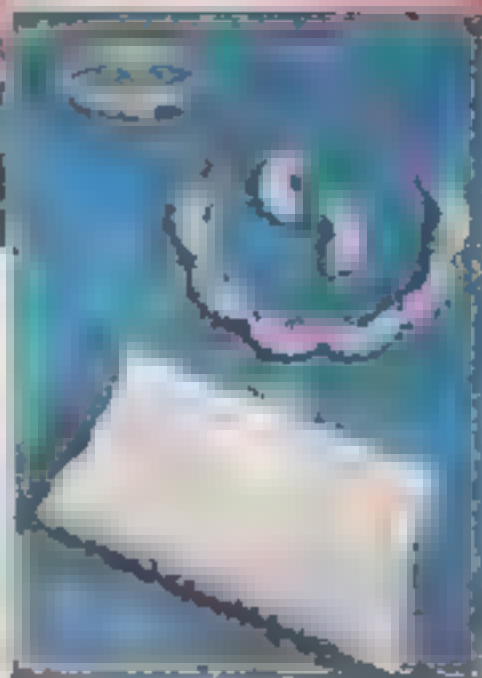
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4 G 37 4E
4 3 7 5E
4 G 37 6E

The Evening 5 v

BB C 546L

37 44



61 SEARS 27

The hand-knit Look

Smartly detailed, new in every way . . . the knit dress that goes everywhere with utter ease!



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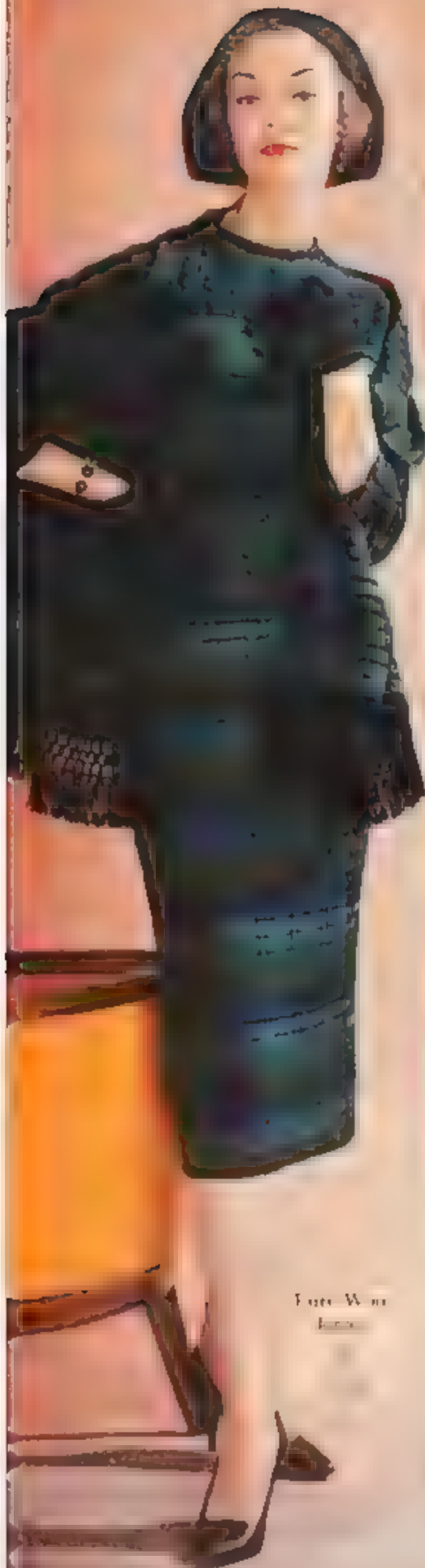
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PURE CHENILLE WOOL KNITS

The Look of Wool

pure wool and beautiful part wool blends

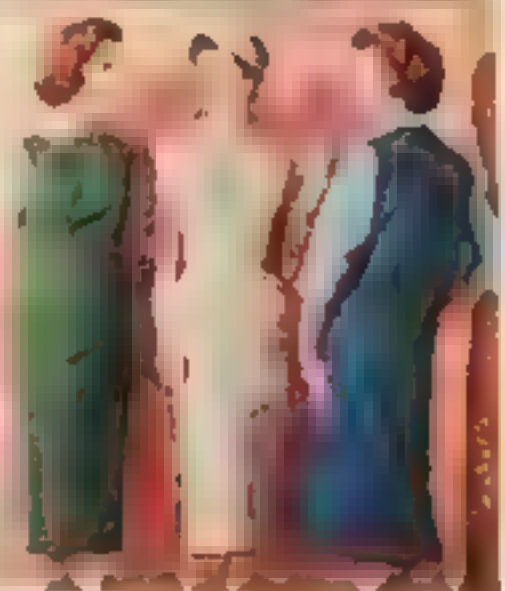


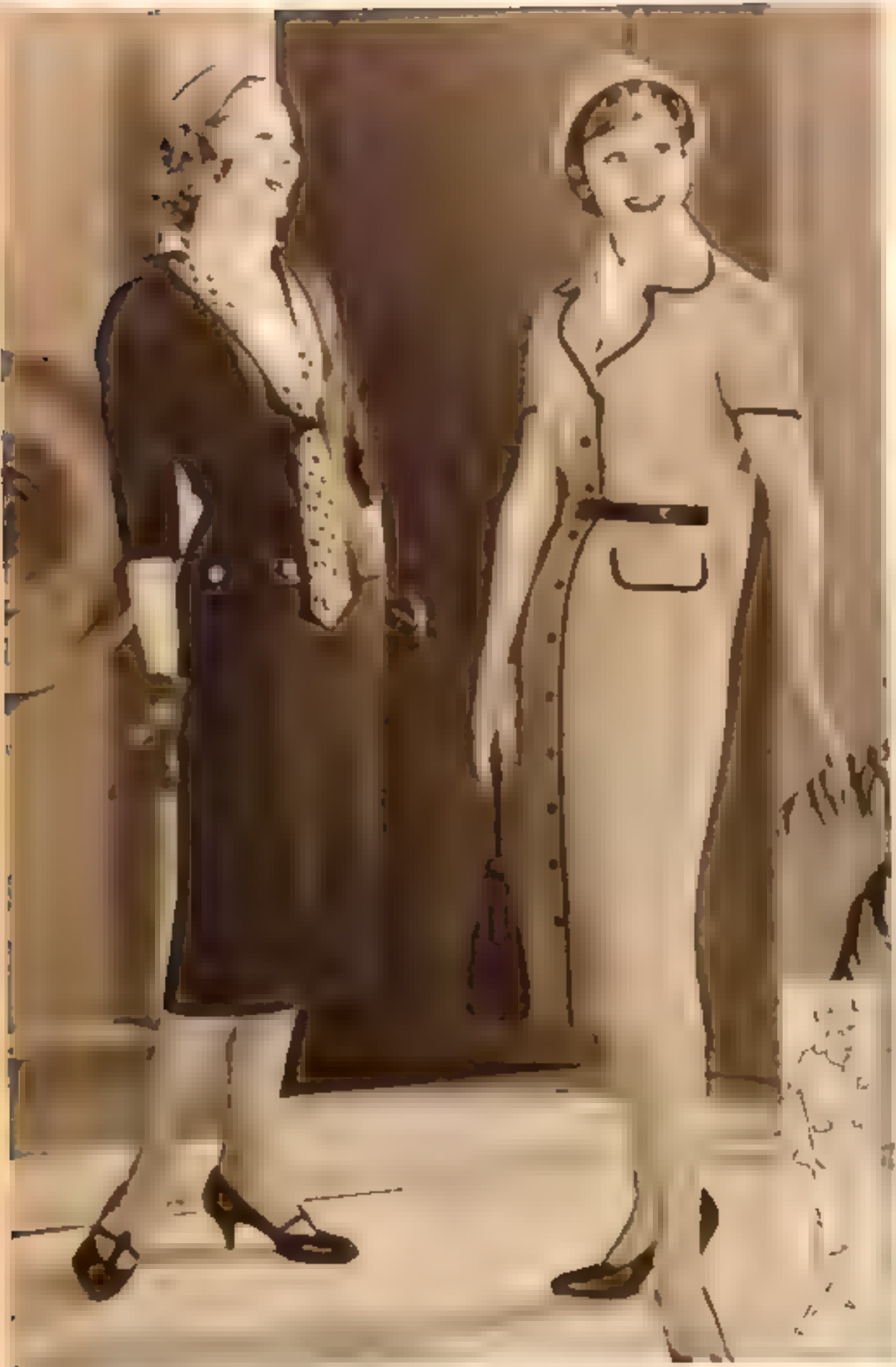
FULL WOOL
DRESS



THE ENSEMBLE
newly interpreted

See no 5 or





18.74

11.54

THE CASUAL... newly shaped in pure wool flannel

Middy-look Dress styled with a neat, nautical flair! Its long bodice is casually fitted, has button trim fore and aft. Detachable over collar and bib of rayon faille... sailor tie of printed rayon surah. Long back zipper back kick pleat. 3-inch hem. 100% wool flannel dry clean. Shipping weight 1 lb. 8 oz. *State Misses' size 10, 12, 14, 16, 18, 20*
T31 G 5386—Black with white trim, red tie with multicolor print... \$18.74

Chemise Coat Dress... wear it belted in front, or belted all around. Smartly detailed with rayon and cotton grosgrain taping; pocket flaps; sheer nylon ascot. Back kick pleat, 2 inch hem. 100% wool flannel... dry clean *Misses' sizes 12, 14, 16, 18, 20 State size*
T31G6209—Sand beige with brown piping
T31G6210—Bright red with black piping
T31G6211—Sapphire blue (med.); black piping
 Shipping weight 2 pounds... Each \$11.54



\$15.70

THE BELTED CHEMISE in 60% Orlon*, 40% Wool

A new daytime silhouette, beautifully simple, wonderfully wearable... designed in a handsome blend of Orlon and wool that looks like a fine, lightweight, wool worsted fabric. The dress is casually fitted in front via the contour belt, falls straight and slim with light shirring from a shoulder yoke in back. Step-in style with big platter buttons; 2-inch hem. Dry clean. Shpg. wt. 1 lb. 4 oz. *Misses' sizes 12, 14, 16, 18, 20 Order correct size*
T31 G 7740—Medium heather gray... \$15.70
T31 G 7741—Deep heather beige... 15.70

DESCRIPTIONS OF DRESSES SHOWN ON OPPOSITE PAGE

A **Plaid Dress and Stole** in pure wool jersey. Dress is lined from waist to below hips, has side-seam pockets, back zipper, back kick pleat, 2-in. hem. Fringed stole. Dry clean. *Misses' sizes 10, 12, 14, 16, 18, 20. State size*
 Shpg. wt. 1 lb. 12 oz.
T31G7736 Sapphire blue emerald green and black plaid \$19.50
T31 G 7737 Spice brown autumn gold and black plaid \$19.50

B **2-pc. Ensemble** in a crepe-textured blend of 60% rayon, 40% wool. Jacket has unpressed pleats that blouse in back, the hipband ties in front. Dress is sleeveless, semi-fitted, has back zipper and kick pleat. Dry clean. Gloves sold in glove section. *Misses' sizes 10, 12, 14, 16, 18, 20*
 Size size Shpg. wt. 2 lbs. 2 oz.
T31G7209 Med green 2 pcs. \$14.84
T31G7210 Navy blue 2 pcs. 14.84

C **Jacketed Dress** in pure wool... a soft, rich looking basket weave fabric. Jacket has fur-effect "Odyna" fabric trim (65% Orlon, 35% Dynel), pocket flaps, full lining of acetate taffeta. Dress semi-lined, back zipper, kick pleat, 2-in. hem. Dry clean. *Misses' sizes 10, 12, 14, 16, 18*
 State size Shpg. wt. 1 lb. 12 oz.
T31G7738—Beige **T31G7739**—Black
 \$2.50 down 2-pc. outfit, cash \$20.50

D **3-pc. Ensemble**... sleeveless jacket and slim skirt in a crepe-textured blend of 60% rayon, 40% wool (dry clean), shirt in cotton broadcloth (hand wash separately). Back of jacket blouses lightly above the hipband. Kick pleat in back of skirt. *State size*
Misses' sizes 8, 10, 12, 14, 16, 18
T31 G 722—Med blue at blue shirt
T31 G 7213—Ruby red pink shirt
 Shpg. wt. 2 lbs. 2 oz. 3 pcs. \$14.84

Measure... see green section in back of book. Hats on opposite page sold in Hat Section. See the wool plaid bloused dress for Misses on page 62. NO DOWN PAYMENT needed when you add to your Easy Payment Account... see inside back cover

* DuPont trademark for acrylic fiber

at SEARS 31

In the Evening

*the mood is
completely feminine*



\$5.70 10 to 18

\$19.50 10 to 18

Lace and Chiffon in black or red to cast enchantment after 5:00. The dress is wonderfully flattering, beautifully made. Long sleeved, noice of charmingly-tyne lace (nylon cotton and acetate) blowing skirt of chiffon (acetate) and tulle. Long hem. Dry clean. Satin bag. See page 9. Shipping weight 1 lb. Misses' sizes 10 12 14 16 18. T 31 G 7747-Black T 31 G 7748-Ruby red. Order correct size. Each \$15.70

Pure Silk Foile, an elegant fabric deftly shaped in a dress of dramatic simplicity. Little buttoned flaps in front, draped back, waistline, and hem. Fringed. Misses' sizes 10 12 14 16 18. T 31 G 7742-Black T 31 G 7743-Silky black T 31 G 7744-Black. Each \$9.50

The Tropaze Dress shaped in acetate and combi and feels like silk. Full blown back, slightly rounded neckline. Front of dress. Inner waistband holds dress at waist. Back. Misses' sizes 8 10 12 14 16. T 31 G 7753-Coral red T 31 G 7754-Black. Each \$7.50



\$17.50
8 to 16



\$8.74 12 to 20

\$9.74 10 to 18 \$10.74 12 to 20

The Printed Crepe Dress, its social life spanning the seasons. Square neckline in back, shirred waist, pressed, pleated skirt. Long back zipper, 2-inch hem. Flower print on crepe with a fine pebbled texture. Dry clean. *State size.*
Misses' sizes 12, 14, 16, 18, 20.
 T 31 G 5387—Mocha beige and black
 T 31 G 5368—Poppy red and black
 Shpg. wt. 1 lb. 2 oz. . . Each \$8.74

Amel Jersey Bloused Dress with neckline yoke in front, bow-tied belt effect, stay-in-pleated skirt. Hand wash separately. Needs little ironing. Shpg. wt. 1 lb. 8 oz. *State size.*
Misses' sizes 10, 12, 14, 16, 18.
 T 31 G 6212—Star sapphire blue (It.)
 T 31 G 6213—Black . . . Each \$9.74
Tall Misses' sizes 12, 14, 16, 18, 20.
 T 31 G 6412—Star sapphire blue (It.)
 T 31 G 6413—Black . . . Each \$10.74

Lariat-style necklace, shown with cotton lace dress, sold on page 5. Measure . . . see green section in back of book

You can OPEN a Sears Easy Payment Account if your order totals \$20.00 or more . . . see inside back cover.



\$12.84 8 to 16

\$13.84 10 to 18

The Cotton Lace Dress in a provocative late-day silhouette that commands a second glance! Acetate satin piping and all-around hipband. The back is softly bloused and has a bow tie at the neckline, zippered underbodice, kick pleat. The dress is fully lined in acetate taffeta. Dry clean. *Order your correct size.*
Misses' sizes 8, 10, 12, 14, 16.
 Shipping weight 1 lb. 8 oz.
 T 31 G 7215—Black . . . \$12.84
 T 31 G 7216—Red . . . 12.84
 T 31 G 7217—Light blue . . . 12.84

The Cotton and Silk Fluid making a new and unexpected entrance in after-dark fashion this season. The dress is completely feminine with its molded midriff with soft front draping, and its skirt of tiny unpressed pleats. Low square neckline in back (see small view), long back zipper. Dry clean. *Order correct size.*
Misses' sizes 10, 12, 14, 16, 18.
 T 31 G 7218—Mocha beige and black
 T 31 G 7219—Sapphire blue and black
 T 31 G 7220—Emerald green and black
 Shpg. wt. 1 lb. 10 oz. . . Each \$13.84

See the new late-day Winter Prints in Misses' sizes on pages 8 and 9

The OVERBLOUSE DRESS

.. becoming to everyone



\$4.74 10 to 18

\$9.74 10 to 18

Draped Back overblouse above knee skirt .. dramatically fashioned in 70% Acrilan® 30% rayon, a beautiful fabric that looks and feels like heavy wool. Contour details .. neat tie bows, all around bands .. vertical ton closing in back, full lining. Skirt has back pleat for walking ease. 2-inch hem. Dry clean. *Style 141.*
Misses' sizes 10, 12, 14, 16, 18.
131 G 7754—Black
131 G 7757—Deep moss green
 Shpg. wt. 1 lb. 6 oz., 2 pcs. 14.74

Back Buttoned tuckly a top skirt .. subtle shaping to work in feminine fashion. Soft fabric has a charming texture. Satin-weave back. Perfect details .. shoulder tabs with 1/2" button .. 1/2" empire waist .. 1/2" all over. The pants with four rows in back. Back k & pleat, 3-inch hem. Dry clean. *Style 142.*
Misses' sizes 10, 12, 14, 16, 18
 Snapping weights 2 pound.
131 G 4220—Navy blue 2 pcs. \$9.74
131 G 4221—Black 1 pc. 9.74



\$10.74 10 to 18

\$7.74 12 to 20 \$8.54 12 to 20

The BLOUSED DRESS .. a new fashion trend

Woven Flord Flannel .. excellent quality rayon and acetate, brushed to give it a soft, cashmere look. This is one of the new relaxed fashions that almost everyone can wear comfortably. It is softly bloused, beautifully detailed with two patch pockets in front, buttons to below waist in back. Button look like brass fastens in row. The bodice is lined to keep its shape. Skirt has back kick pleat, 1/2" hem. Dry clean.
Misses' sizes 10, 12, 14, 16, 18
 Snapping weight 1 pound 4 ounces
131 G 6218—Autumn green and red
131 G 6219—Mist blue and brown
 Order correct size Each \$10.74

Year 'Round Crepe .. one of our most outstanding dress values. Full camisole underbodice and a quality of workmanship usually found only at much higher prices. Note the becoming new neckline, get it by dressing and bow trim. Button back bodice, zipper from waist to below hem. Back kick pleat, 2-inch hem. Fabric is acetate and rayon crepe. Dry clean. Shpg. wt. 1 lb.
Misses' sizes 12, 14, 16, 18, 20
131G5375—Navy 131G5376—Black
 Order correct size Each \$7.74
Tall Misses' 12T, 14T, 16T, 18T, 20T
131G5255—Navy 131G5256—Black
 Order correct size .. . Each \$8.54

Measure .. see green section in back of book. More Tall Misses' sizes on pages 33, 36, 37, 39, 44, 46, 51, 58, 60. You can OPEN a Sears Easy Payment Account if your order totals \$20 or more .. see inside back cover



\$8.74 10 to 18

\$12.84 10 to 18 \$13.84 10T to 18T

\$15.84
2 to 18

\$15.84
Print
\$14.84
Solid
8 to 18

JERSEY for EASE and WEARABILITY

80% Orlon*, 20% Wool . . a fine quality blend that keeps its shape

Basic Dress with a smart simplicity of line that is a perfect foil for many different accessories. Lined from waist to below hips; set in pockets, long back zipper; back kick pleat, 3-inch hem. Hand wash separately . . . needs little ironing, resists wrinkles.

State size: 10, 12, 14, 16, 18.

Shpg. wt. 1 lb. 2 oz.

T31 G 5380 - Open blue . . . \$8.74

T31 G 5381 - Emerald green . . . 8.74

T31 G 5382 - Heather gray . . . 8.74

Argyle Plaid Chemise with a new bulky rib knit collar that may be worn as shown, or buttoned in the turtle neck fashion. Dress is fully lined, has side slits for walking comfort. Dry clean. Shpg. wt. 1 lb. 12 oz. State size.

Misses' sizes 10, 12, 14, 16, 18.

T31 G 7221 - Red and gold . . . \$12.84

T31 G 7222 - Navy blue and green . . . 12.84

Tall Misses' 10T, 12T, 14T, 16T, 18T

T31 G 7232 - Red and gold . . . \$13.84

T31 G 7233 - Navy blue and green . . . 13.84

Shawl Collar Dress beautifully shaped with shirring at the sides both front and back. Lined to below hips, long back zipper; 3-inch hem. Rhinestone ornament. Hand wash separately . . . needs little ironing, resists wrinkles. Shpg. wt. 1 lb. 8 oz.

Misses' sizes 12, 14, 16, 18. State size.

T31 G 6248 - Autumn green . . . \$15.84

T31 G 6249 - Ruby red . . . 15.84

T31 G 6250 - Black . . . 15.84

Each . . . \$15.84

2 Pc. Dress Print or Solid. Separate top with front waistband, styled pleated skirt. Hand wash separately . . . needs little ironing, resists wrinkles. State size: Wt. 1 lb. 10 oz.

Misses' sizes 8, 10, 12, 14, 16, 18

Printed Jersey

T31 G 7224 - Red with black . . . \$15.84

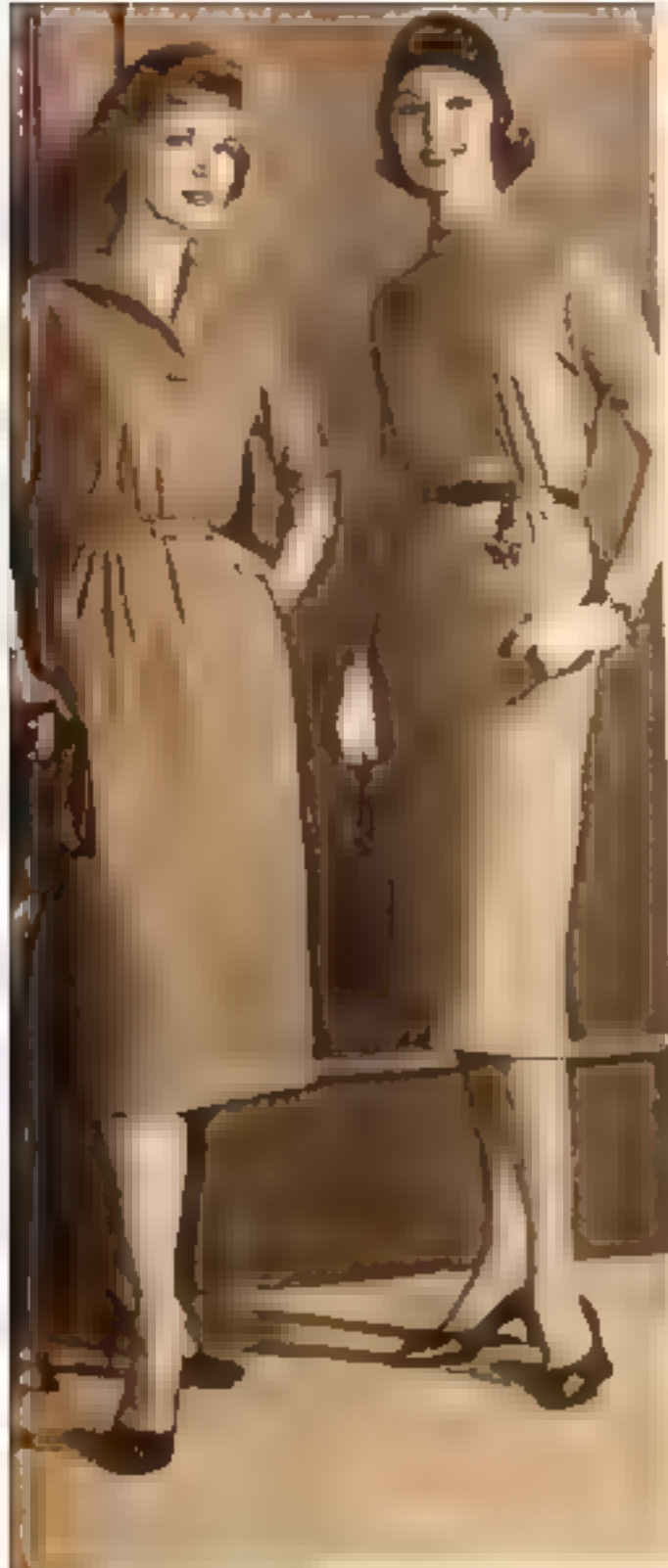
T31 G 7225 - Light mouse-gray/black . . . 15.84

Solid Color Jersey

T31 G 7272 - Heather gray . . . \$14.84

T31 G 7273 - Navy blue/black . . . 14.84

See the printed Arnel Jersey dress on page 46 and the Tucked Jersey Casual on page 47 with dresses in Misses' sizes. More smart fashions in Tall Misses' sizes on pages 33, 34, 36, 39, 54, 56, 57, 58 and 60.



\$6.74 12 to 20

\$6.74 12 to 30

A ACRILAN® JERSEY

by Allen

V-Neck pullover dress also in red or white and with belted. Well made with 7-inch hem. Pin ornament attached. The fabric is easy care - 4 - two jersey box skirts and feels like new with every wash. Wash separately, needs no iron or no ironing.
 Sizes: 12 14 16 18 20. **Order price** \$6.74. **Shipping weight** 1 lb.
 13 G 3343-55b Sapphire blue light \$6.74
 13 G 3346 Autumn green medium \$6.74
 13 G 3347 Ruby red \$6.74

Cowl Collar dress has button closure at back neckline. Waist bow belt with elegant pearl buttons. Each hem 7 1/2 inches. Easy care Acrilan jersey box skirts and feels like new with every wash. Wash separately, needs no iron or no ironing.
 Sizes: 12 14 16 18 20. **Order price** \$6.74. **Shipping weight** 1 lb.
 13 G 3349 H. day \$6.74
 13 G 3346 Autumn green medium \$6.74
 13 G 3347 Ruby red \$6.74

MEASURE TO BE SURE - how to measure information and chart in the pocket of your new dress. See back for details.



\$8.74 12 to 20 \$7.74 20 to 30

\$7.54 12 to 20

\$6.74 12 to 30

SLIM, FITTED FASHIONS with soft, new details

Choice of Two Feb 1941. **Empire** dress, belted at waistline and featuring back zipper with decorative buttons. Each hem 7 1/2 inches. Easy care Acrilan jersey box skirts and feels like new with every wash. Wash separately, needs no iron or no ironing.
 Sizes: 12 14 16 18 20. **Order price** \$8.74. **Shipping weight** 1 lb.
 13 G 3349 H. day \$8.74
 13 G 3346 Autumn green medium \$8.74
 13 G 3347 Ruby red \$8.74

Single-sleeve dress in black or navy. Features and buttons on a fine, smooth, four-season fabric. This is the most comfortable dress you will find. It is also very easy to care. Wash separately, needs no iron or no ironing.
 Sizes: 12 14 16 18 20. **Order price** \$7.54. **Shipping weight** 1 lb.
 13 G 3349 H. day \$7.54
 13 G 3346 Autumn green medium \$7.54
 13 G 3347 Ruby red \$7.54

Peaked Tapered Toffe line quality and finished neckline. A dress designed for occasions of evening. Jewel neckline. The lining is a fine, smooth, four-season fabric. This is the most comfortable dress you will find. It is also very easy to care. Wash separately, needs no iron or no ironing.
 Sizes: 12 14 16 18 20. **Order price** \$6.74. **Shipping weight** 1 lb.
 13 G 3349 H. day \$6.74
 13 G 3346 Autumn green medium \$6.74
 13 G 3347 Ruby red \$6.74

See Feb 1941 Samples of new clothing styles. Order or writing order. See back for more details. See back for more details. See back for more details.



\$6.74 \$7.54
12 to 20 14T to 20T

\$6.74 \$7.54
12 to 20 14T to 20T

The full-skirted COAT DRESS

Printed Crope, multicolor geometric design... Celanese acetate with a finely pebbled texture and rich luster. Shoulder yoke and gathers in back; coin ornament on belt. Dry clean.

Misses' sizes 12, 14, 16, 18, 20. Shpg. wt. 1 lb. 2 oz.

T 31 G 3351—Medium blue
T 31 G 3352—Ruby red
T 31 G 3353—Turquoise blue
State size . . . Each \$6.74

Tall Misses' sizes 14T, 16T, 18T, 20T. Wt. 1 lb. 2 oz.

T 31 G 3351—Medium blue
T 31 G 3352—Ruby red
T 31 G 3353—Turquoise blue
State size . . . Each \$7.54

For all cottons and a good selection of budget-priced dresses in Misses' sizes, see pages 52 through 61. For other (all) Misses' sizes, see pages 33, 34, 36, 37, 54, 56, 57, 58, 60.

You can OPEN a Sears Easy Payment Account if your order totals \$20.00 or more. See inside back cover.



\$6.74
7-8 to
15-16

Authentic
PLUS
VALUE

Our Lowest Price Ever
for a 100% Wool Dress

\$7.54 7-8 to 15-16

The EASED DRESS . . . buttons in back

No Waist Look! Our lowest price ever for a 100% wool dress. Mock pockets with rayon satin bows in front, button closing to below waist in back, back kick pleat. Dry clean.

Fits Juniors and Misses . . .
State size 7-8, 9-10, 11-12, 13-14, 15-16.

Shipping weight 1 pound.
T 31 G 3334—Black . . . \$7.54
T 31 G 3335—Navy blue . . . \$7.54

Low Waist Look! In tweedy textured, brushed rayon and acetate. Bodice buttons to bowed hip band in back. Back pleat, 2 inch hem. Dry clean.

Fits Juniors and Misses . . .
State size 7-8, 9-10, 11-12, 13-14, 15-16. Shpg. wt. 1 lb.
T 31 G 3348—Ruby red and black . . . \$6.74
T 31 G 3349—Sapphire (med.) blue and black . . . \$6.74

3-pc. OUTFIT with a new, easy air →

Jacket and skirt of rayon and acetate flannel . . . overblouse of cotton jersey with rib knit trim. Collarless jacket has 2 pockets. Skirt has back kick pleat. Dry clean.

Misses' sizes 10, 12, 14, 16, 18, 20. Order correct size.
T 31 G 3342—Medium gray with blue, gray and white stripes
T 31 G 3343—Charcoal Navy blue; red, gray and white stripes
Shipping weight 1 lb. 6 oz. Each \$6.74



\$6.74
10 to 20

A vintage black and white photograph of two women standing side-by-side. They are wearing long, dark-colored dresses with high collars and long sleeves. The woman on the left is wearing a light-colored high-heeled shoe, while the woman on the right is wearing a dark high-heeled shoe. The background is a plain, light-colored wall.

© 5/2,84 1414 to 2415

1. The first step is to identify the problem. This involves understanding the situation and the goals that need to be achieved.



\$10.74 14½ to 22½, 38 to 44

\$7.74 12½ to 22½

The Classic Step-in Dress—sem fitted in front, low blouse, not back on a curved hip-band. Two-piece rayon and acetate that looks like fine wool. Shuns wrinkles. Hand wash separately. *Half sizes* 4½, 6½, 8½, 20½, 22½. *Women's sizes* 38, 40, 42, 44. *Order correct size.* Shpg. wt. 1 lb. 8 oz. T31 G 6633 Shadow blue med. \$9.74 T31 G 6634 Dusty turquoise green 10.74

The Buckle-trimmed Dress—cashmere soft brushed rayon and acetate flannel. Unfitted; the dress touches the hips with all-around band. In back, inverted twice-pleat kick pleat 3-in. hem. Dry clean. *Half sizes* 12½, 14½, 16½, 18½, 20½, 22½. *Order correct size.* Shpg. wt. 1 lb. T31 G 5951 Dark gray \$7.74 T31 G 5952—Dusty med. blue, 7.74



\$9.54 12½ to 22½ 110.24 38T to 44T

\$8.74 12½ to 22½

The Low-bellied Dress in a textured acetate and rayon fabric, satin weave back. Step-in style, back over-panel, all round hipband, removable key. Back kick pleat 3-in. hem. Dry clean. *Half sizes* 12½, 14½, 16½, 18½, 20½, 22½. *Order correct size.* Shpg. wt. 1 lb. T31 G 5953—Med. blue and black \$9.54 T31 G 5954—Wine red and black 9.54 *Tall Women's sizes* 38T, 40T, 42T, 44T. *Order correct size.* Shpg. wt. 1 lb. T31 G 5957—Med. blue and black \$10.24 T31 G 5956—Wine red and black 10.24

The Two-piece Dress in textured rayon and acetate, finely woven tweed pattern. Middy overblouse, bowed and cuffed, settles tightly over a slim skirt. Button-back, pocket, shallow scoop neck line. Back kick pleat 3-in. hem. Dry clean. *Half sizes* 12½, 14½, 16½, 18½, 20½, 22½. Please measure, order correct size. Shipping weight 1 pound 4 ounces. T31 G 5967—Black and white tweed T31 G 5968—Festive blue and black Two-piece dress... \$8.74

DESCRIPTION OF DRESSES SHOWN ON OPPOSITE PAGE

A The Beautiful Lace Dress with new importance back over-panel falls into a graceful, cow-bow accents two-piece effect in front. Charm-type nylon and acetate lace over acetate taffeta. Slim skirt has back kick pleat. Dry clean. *Half sizes* 12½, 14½, 16½, 18½, 20½, 22½. Please measure, order correct size. Shpg. wt. 1 lb. T31 G 7975—Black lace over black \$15.70 T31 G 7976—Med. blue lace over light blue 14.70 T31 G 7977—Mink brown lace over beige 15.70

B The Front-bellied Dress textured acetate rayon and cotton. Step-in style, detachable overcollar, back falls loose from shoulder, pleats kick pleat. Dry clean. *Size* 38T to 44T. *Half sizes* 14½, 16½, 18½, 20½, 22½, 24½. T31 G 7435—Medium blue T31 G 7436—Black T31 G 7437—Autumn beige Each \$12.84

C The Draped Coat Dress in lustrous, shantung-textured Cupron® rayon and cotton. How accents two-piece look, low back belt, walking pleat. Bodice lined in front. Dry clean. *Size* 38T to 44T. *Half sizes* 14½, 16½, 18½, 20½, 22½, 24½. T31 G 7432—Black T31 G 7433—Navy T31 G 7434—Wine red Shpg. wt. 1 lb. 8 oz. Each \$12.84

See green section in back of book for measurement charts.

SEARS EASY TERMS are available—see inside back cover for details

ALL SEARS 41

A young look

for every age

All styles in half sizes; styles A and H in Women's sizes; style B in Tall Women's sizes



C
\$12.84
4½ to 24½

D
\$14.84
16½ to 24½



A \$10.74 14½ to 22½; 38 to 44

B \$10.74 \$11.74
14½ to 24½ 38T to 44T

A Tailored Suit Dress . . fine quality rayon and acetate flannel with woven shadow check. An ideal basic fashion you can accessorize in many ways. The jacket has dressmaker detailing . . front cuff and button trim. Slim skirt has back kick pleat. 3-inch hem. Dry clean. Half sizes 14½, 16½, 18½, 20½, 22½. Also in Women's sizes 38, 40, 42, 44. Please order correct size. Shipping weight 2 pounds 8 ounces. T 31 G 6635—Medium gray . . . \$10.74 T 31 G 6636—Shadow (med.) blue . . 10.74

C Detailed Coat Dress . . new rayon and Orlon boucle, semi-sheer fabric with a nubby texture and a tweed fleck. lightweight, wrinkle-resistant, needs little ironing. Neat collar and mock pockets set off softly shaped dress. back kick pleat. Hand wash. Half sizes 14½, 16½, 18½, 20½, 22½, 24½. State size. Shpg. wt. 1 lb. 12 oz. T 31 G 7481—Black and white T 31 G 7482—Medium blue and white T 31 G 7483—Cocoa brown and white Each . . . \$12.84

B Pleated-neckline Dress . . rayon and acetate flannel with a lustrous dobby weave design. Flattering V neck line with bow trim, cotton velvet and "glitter" trim. Gently goared skirt, long back zipper, 2-inch hem. Dry clean. Half sizes 14½, 16½, 18½, 20½, 22½, 24½. Order correct size. Shpg. wt. 2 lbs. T 31 G 6637—Med. heather gray \$10.74 T 31 G 6638—Deep heather beige 10.74 Tall Women's sizes 38T 40T 42T 44T T 31 G 6837—Med. heather gray \$11.74 T 31 G 6838—Deep heather beige 11.74

D Handsome Belted Suit Dress . . new rayon and Orlon boucle semi-sheer fabric with a nubby texture and a tweed fleck . . lightweight, wrinkle-resistant, needs little ironing. Easy-fitting jacket has lap-peplum effect, slim skirt with back kick pleat, 2-inch hem. Hand wash. Order correct size. Half sizes 14½, 16½, 18½, 20½, 22½, 24½. Shipping wt. 1 lb 8 oz. T 31 G 7980—Black and white \$14.84 T 31 G 7981—Med. blue, white 14.84 T 31 G 7982—Brown and white 14.84

New easy-care Rayon and Orlon* Boucle



[E] \$14.84 14½ to 24½

[F] \$21.70 ^{Wool} ^{Chenille} \$14.70 ^{Worsted} ^{Wool}
14½ to 24½ 16½ to 24½

[G] \$18.50 12½ to 24½

87½% Wool, 12½% Nylon

[E] Brass-buttoned Coat Dress in beautiful lightweight fabric in a new blend of wool and nylon. Flattering petal-shaped collar is set slightly away from the neck, perfect for your prettiest jewelry. Slender skirt has 3-gore back, back kick pleats for walking ease. A very smart dress that starts its fashion life early in the day and goes on to an informal evening. Dry clean. *State size.*
Half sizes 14½, 16½, 18½, 20½, 22½, 24½. Shpg. wt. 2 lbs.
T 31 G 7441—Sapphire blue (lt.)
T 31 G 7442—Ruby red
T 31 G 7443—Navy. Each \$14.84

Pure Wool Knit Dress

[F] Two-piece Knit Dress . . . chenille or worsted wool. Jacket has collar and cuffs of crocheted wool lace. Slim waist has an elasticated waistband. Dry clean. *Please order your correct size.*
Half sizes 14½, 16½, 18½, 20½, 22½, 24½. Shpg. wt. 1 lb. 12 oz.
100% Pure Chenille Wool
Nubby boucle textured knit.
T 31 G 8100—Medium blue
T 31 G 8101—Wine red.
\$2.50 down . . . Cash \$21.70
100% Pure Worsted Wool
Set in sleeves with downman effect.
T 31 G 8102—Turquoise blue \$14.70
T 31 G 8103—Amber brown. \$14.70

87½% Wool, 12½% Nylon

[G] A Dress and its Jacket in a new blend of wool and nylon, a soft, expensive looking fabric. The loosely fitted jacket is trimmed with elegant Persian fur-effect fabric—40% wool, 35% cotton, 25% rayon. The dress, a slim sheath, has a shallow scooped neckline in back, back kick pleat, 2-inch hem. The unlined jacket is about hip-length. Dry clean.
Half sizes 12½, 14½, 16½, 18½, 20½, 22½, 24½. Order correct size.
Shipping weight 1 pound 10 oz.
T 31 G 7978—Sapphire (light) blue black trim . . . \$18.50
T 31 G 7979—Black, black trim 18.50



[H] \$16.50
14½ to 24½
38 to 44

Formal elegance . . . The LACE DRESS

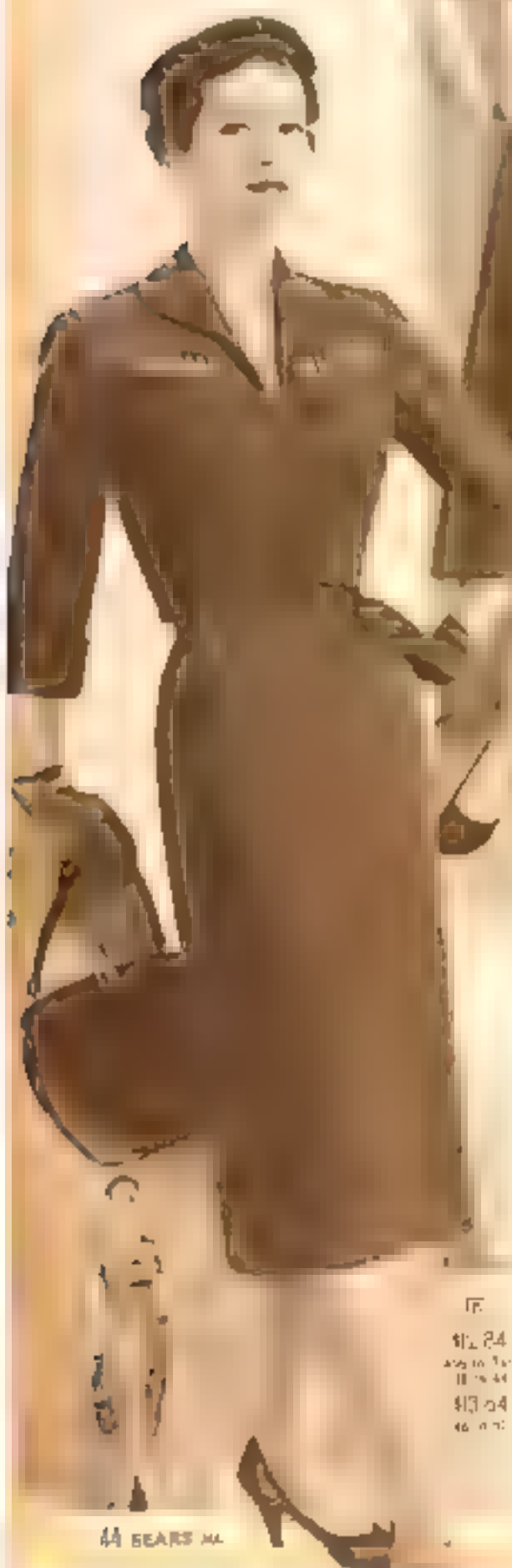
[H] The Timeless Lace Dress. Exquisite nylon and acetate lace over acetate taffeta . . . softly draped bodice and a gently gored skirt. Ornament included. 2 inch hem. Dry clean.
Half sizes 14½, 16½, 18½, 20½, 22½, 24½. Women's sizes 38, 40, 42, 44.
Order correct size. Shipping wt. 2 lbs.
T 31 G 8078—Lt. gray lace over rose pink
T 31 G 8079—Powder blue over powder blue
T 31 G 8080—Navy blue lace over navy blue
T 31 G 8081—Dusty rose over dusty rose
Each . . . \$16.50

• See Fabric Samples at Sears Catalog Sales Offices or Catalog Sales Dept. at your nearest Sears Retail Store. For information about Catalog Sales Offices and Catalog Sales Depts. see pages immediately preceding Green Section.

A young look

for every age

All in half-sizes; C, D, and G also in women's sizes, C and D in larger women's sizes



G \$1.84 4 1/2 to 24 1/2

E \$10.74 16 1/2 to 24 1/2

G \$8.74 16 1/2 to 44

\$9.54 44 to 52

THE CREPE DRESS, always important in navy or black

A Robe Detail Dress, short-sleeved, 3/4 length, lined, ribbed, with a high collar, a belt, and a full skirt. The dress is made of crepe fabric and has a high collar, a belt, and a full skirt. The dress is made of crepe fabric and has a high collar, a belt, and a full skirt. The dress is made of crepe fabric and has a high collar, a belt, and a full skirt.

F
\$12.24
4 1/2 to 24 1/2
\$13.54
46 to 52

B Side draped Dress, a high collar, short-sleeved, 3/4 length, lined, ribbed, with a high collar, a belt, and a full skirt. The dress is made of crepe fabric and has a high collar, a belt, and a full skirt. The dress is made of crepe fabric and has a high collar, a belt, and a full skirt.

C Crepe with lace, short-sleeved, 3/4 length, lined, ribbed, with a high collar, a belt, and a full skirt. The dress is made of crepe fabric and has a high collar, a belt, and a full skirt. The dress is made of crepe fabric and has a high collar, a belt, and a full skirt.

Ready made 44 1/2, 46 1/2, 48 1/2, 50 1/2, 52 1/2, 54 1/2, 56 1/2, 58 1/2, 60 1/2, 62 1/2, 64 1/2, 66 1/2, 68 1/2, 70 1/2, 72 1/2, 74 1/2, 76 1/2, 78 1/2, 80 1/2, 82 1/2, 84 1/2, 86 1/2, 88 1/2, 90 1/2, 92 1/2, 94 1/2, 96 1/2, 98 1/2, 100 1/2

D Dress plus jacket, short-sleeved, 3/4 length, lined, ribbed, with a high collar, a belt, and a full skirt. The dress is made of crepe fabric and has a high collar, a belt, and a full skirt. The dress is made of crepe fabric and has a high collar, a belt, and a full skirt.

WINTER PRINTS to wear now and through the spring



E \$10.74 14½ to 24½

F \$12.84 14½ to 24½

G \$8.74 14½ to 34½, 38 to 44

H
\$13.84
12½ to 22½

E Neat Geometrics aligned on lustrous rayon and acetate with satin-weave back. The step-in dress, slim of line, full of comfort... collar and hip pockets outlined in harmonizing piping. Skirt eased by 3-gore back. 2-inch hem. Dry clean. Half-sizes 14½, 16½, 18½, 20½, 22½, 24½. Measure: order correct size. Shipping wt. 1 lb. 8 oz.
T 31 G 6645—Mist pink on gray mist pink trim \$10.74
T 31 G 6646—Mist blue on gray, mist blue trim \$10.74

F Winter Flowers, freshly printed on pebbly textured acetate crepe that has a silk like luster. Fashion's important costume look... handsome jacket has beautifully appliqued collar and fabric-covered buttons. The dress (see sketch) is softly flared, 10-gore skirt. Dry clean. Half-sizes 14½, 16½, 18½, 20½, 22½, 24½. Shpg. wt. 1 lb. 10 oz.
T 31 G 7475—Ruby red print
T 31 G 7476—Sapphire (medium) blue print
Order correct size. 2-pc. \$12.84

G Dashing Stripes lined up on pebbly textured acetate crepe that has a subtle silk like luster. The wonderful shirtwaist step-in with comfortable, relaxed lines softly collared neckline and rippling 18-gore skirt. Dry clean. Order correct size. Half-sizes 14½, 16½, 18½, 20½, 22½, 24½. Women's sizes 38, 40, 42, 44. Shipping weight 1 lb.
T 31 G 5935—Sapphire (light) blue and black print \$8.74
T 31 G 5936—Ruby red and black print \$8.74

H Richly Colored Paisley, printed in finely ribbed Arnel® crepe, a beautifully luminous fabric that looks and feels like precious silk. The suit-dress its jacket, molded to smooth fitting lines, has a soft scarf collar. Neatly "pleated to stay" skirt! Hand wash separately. Half-sizes 12½, 14½, 16½, 18½, 20½, 22½. Measure: order correct size. Shipping weight 2 lbs.
T 31 G 7438—Ruby red paisley print
T 31 G 7439—Sapphire (medium) blue paisley print. 2-pc. \$13.84

*Tricot to Eber
T M M
Columbia Corp.

A young look

for every age

All in Half-sizes; styles A and H also in Misses sizes; style E in Tall Women's sizes; style D in Women's and Larger Women's sizes



A \$8.74 14 1/2 to 24 1/2, 12 to 20

B \$8.74 14 1/2 to 24 1/2

Easy care easy wear PRINTED ARNEL JERSEY

Washes in a jiffy - never needs the touch of an iron!

A Tab-front Shirtwaist in smart stripes and acorn print. drip-dry Arnel jersey band wash separately. Skirt has unpressed front pleats. Pin to edge. Shrug to top.
 14 1/2 to 20 1/2 12 to 20 1/2 \$8.74
 14 1/2 to 20 1/2 12 to 20 1/2 \$8.74
 14 1/2 to 20 1/2 12 to 20 1/2 \$8.74
 14 1/2 to 20 1/2 12 to 20 1/2 \$8.74

C Versatile Jacket-dress in new Arnel jersey. One front jacket button. Band to top. Wash separately. Skirt has unpressed front pleats. Pin to edge. Shrug to top.
 14 1/2 to 20 1/2 12 to 20 1/2 \$8.74
 14 1/2 to 20 1/2 12 to 20 1/2 \$8.74
 14 1/2 to 20 1/2 12 to 20 1/2 \$8.74
 14 1/2 to 20 1/2 12 to 20 1/2 \$8.74

D Dangling Yoke Dots in fashion harmony with Arnel jersey. Accents for a tide of ease. Not a neckline with pleats and simulates lower front. All dark cases in front. Yoke to top. Band wash separately. Skirt has unpressed front pleats. Pin to edge. Shrug to top.
 14 1/2 to 20 1/2 12 to 20 1/2 \$8.74
 14 1/2 to 20 1/2 12 to 20 1/2 \$8.74
 14 1/2 to 20 1/2 12 to 20 1/2 \$8.74
 14 1/2 to 20 1/2 12 to 20 1/2 \$8.74

E Draped Neckline Dress navy printed. New jersey skirt has unpressed front pleats. Band wash separately. Skirt has unpressed front pleats. Pin to edge. Shrug to top.
 14 1/2 to 20 1/2 12 to 20 1/2 \$8.74
 14 1/2 to 20 1/2 12 to 20 1/2 \$8.74
 14 1/2 to 20 1/2 12 to 20 1/2 \$8.74
 14 1/2 to 20 1/2 12 to 20 1/2 \$8.74



G \$8.74 16½ to 24½

H \$10.74 14½ to 22½, 12 to 20

E \$7.74 14½ to 24½ \$8.54 38T to 44T

F \$11.54 14½ to 24½

A new life of ease in wrinkle-resistant, MINIMUM-CARE JERSEYS

100% Acrilan† Jersey

E Lovely Surplice Neckline Dress. An exceptional value at this price. . . Acrilan Jersey that looks and feels like fine wool; resists wrinkles. Skirt has unpressed front pleats; 3-gore back. Hand wash separately. Order correct size. Shipping weight 1 pound. Half sizes 14½, 16½, 18½, 20½, 22½, 24½. T 31 G 5902—Med. green T 31 G 5904—Red T 31 G 5903—Bright peacock blue Each \$7.74 Tall Women's sizes 38T, 40T, 42T, 44T. T 31 G 5884—Med. green T 31 G 5886—Red T 31 G 5885—Bright peacock blue Each \$8.54

†Chemsynad T.M. for acrylic fiber
*DuPont T.M. for acrylic fiber

80% Orlon® and 20% Wool

F Pleated Casual Dress. . . Orlon and wool jersey with heathery undertones. . . wrinkle-resistant. Fitted bodice that buttons in pairs; skirt is a round of neat pleats that stay just that way! Hand wash separately. State size. Half sizes 14½, 16½, 18½, 20½, 22½, 24½. Shpg. wt. 2 lbs. 4 oz. T 31 G 6649—Sapphire (med.) blue T 31 G 6650—Topaz gold T 31 G 6651—Ruby red Ea. \$11.54

Striped Celaporm Jersey

G Wing-collared Coat Dress. . . acetate with woven stripes, easy-care fabric that needs little ironing. . . sheds wrinkles. Skirt has unpressed front pleats, hand wash separately; drip dry. Half sizes 16½, 18½, 20½, 22½, 24½. Please measure; order your current size. Shipping weight 1 lb. T 31 G 5941—Navy with red, white and blue stripes . . . \$8.74 T 31 G 5942—Black with red, white and blue stripes . . . \$8.74

Acetate and Nylon Jersey

H Classic Step-in Dress. . . acetate and nylon jersey with all-over woven tucks. . . shuns wrinkles, needs little ironing. Tab-trimmed collar with detachable tie. Slim skirt has back kick pleat, 2-inch hem. Hand wash separately, drip-dry. State size. Half sizes 14½, 16½, 18½, 20½, 22½; Misses' sizes 12, 14, 16, 18, 20. T 31 G 6232—Royal blue with white tie T 31 G 6233—Black with white tie Shipping weight 2 lbs. . . Each \$10.74

Avoid unnecessary alterations. . . for measurement charts see green section in back of book

NO DOWN PAYMENT needed when you add to your Easy Payment Account . . . see inside back cover

ALL SEARS 47

A young look

for every age . .

All styles in Half-sizes;
style E also in Women's sizes



A
\$7.74
14½ to 24½



B \$9.54 14½ to 24½

C \$8.74 14½ to 24½



D \$11.54 14½ to 22½

Wool-look Crepe that washes!

A One-piece Dress in rayon and acetate crepe . . soft and warm as fine wool! A smart, slim-skirted dress highlighted with touches of pink rayon faille at the neckline and pockets. Back kick pleat eases the skirt; 3-inch hem. Hand wash separately. *Half-sizes 14½, 16½, 18½, 20½, 22½, 24½.* Order your correct size. Shipping weight 1 pound. T31 G 5907—Navy blue. T31 G 5908—Dark sage green. Each \$7.74

The softer, more feminine SUIT DRESS

B Tweed-look fabric . . rayon and acetate in a tiny herringbone weave. Versatile 2-pc. dress that becomes a suit easily and effortlessly with the addition of a blouse! Slim skirt has a back kick pleat; 2-inch hem. Dry clean. *Half-sizes 14½, 16½, 18½, 20½, 22½, 24½.* Please measure; order your correct size. Shipping wt. 2 lbs. T31 G 5939—Black and white tweed . . . 2-pc. \$9.54 T31 G 5940—Peacock blue and black. 2-pc. \$9.54

C Fine Cotton Faille . . very finely ribbed combed cotton that washes. Neatly shaped jacket beautifully detailed with self-tailed buttonholes. Slim skirt has back kick pleat for walking ease; 3-in. hem. Hand wash separately. See hat section for hat. *Half-sizes 14½, 16½, 18½, 20½, 22½, 24½.* Order your correct size. Shipping wt. 1 lb. 8 oz. T31 G 5945—Black T31 G 5946—Navy blue 2-pieces. \$8.74

D Year-round Print . . textured acetate and rayon with a silk-like luster. The jacket defines the figure with a softly draped front peplum . . concealed pockets; rayon velvet collar. Slim skirt; back kick pleat; 3-in. hem. Dry clean. *Half-sizes 14½, 16½, 18½, 20½, 22½.* Please measure; order your correct size. Shipping weight 2 lbs. T31 G 6652—Pink print on slate gray. . . . 2-pc. \$11.54 T31 G 6653—Gold print on med. gray. . . . 2-pc. \$11.54



E \$7.74 12½ to 24½, 38 to 44

F \$11.54 14½ to 22½

G \$10.74 14½ to 24½

The new texture interest of TWEED LOOK FABRICS

E Detailed Midriff Dress . . firm-bodied acetate and rayon with colorful wool flecks . . a very pretty new casual. Front midriff extensively detailed with buttonholes bound with red cotton velvet. Gracefully full flared skirt. Dry clean.

Half-sizes 12½, 14½, 16½, 18½, 20½, 22½, 24½.

Women's sizes 38, 40, 42, 44. Measure; order correct size. Shipping weight 1 lb. 4 oz.

T31 G 5957—Black with red and white flecks; red trim

T31 G 5958—Dark peacock blue with red and white flecks; red trim

Each.....\$7.74

F Slim Casual Dress . . tiny woven pinchecks of rayon and acetate with silk flecks. A very trim, soft-looking dress . . front detailed with rayon satin piping and rhinestone-trimmed tabs. The slim skirt has peg-pockets, back kick pleat for walking ease; 3-inch hem. Long back zipper. Dry clean.

Half-sizes 14½, 16½, 18½, 20½, 22½. Measure; order your correct size.

Shipping weight 2 pounds.

T31 G 6675—Sapphire (med.) blue; navy and white flecks

T31 G 6676—Red with black and white flecks

Each.....\$11.54

G Full-skirted Step-in . . new textured tweed-look fabric . . rayon, acetate and Dacron®. The easy-to-wear step-in dress that's always so comfortable . . smartly detailed cardigan neckline; gracefully full 16-gore skirt. 2-inch hem. Dry clean.

Half-sizes 14½, 16½, 18½, 20½, 22½, 24½. Measure; order your correct size.

Shipping weight 1 lb. 8 oz. T31 G 6654—Peacock blue with black flecks

T31 G 6655—Deep autumn copper with black flecks

T31 G 6656—Dark gray tweed with black flecks

Each.....\$10.74

All Wool Shirtwaist Dress

H Stripes in the Round . . all wool flannel with narrow woven stripes. The versatile shirtwaist with its smart simplicity of line is easy-to-wear and becoming to every age. Tab-trimmed neckline has glitter buttons. Skirt has back kick pleat; 3-inch hem. Dry clean. For corduroy satchel bag, see page 137.

Half sizes 14½, 16½, 18½, 20½, 22½, 24½. State size. Shpg. wt. 1 lb. 8 oz.

T31 G 5947—Gray and black woven stripes

T31 G 5948—Brown and black woven stripes

Each.....\$9.54



H
\$9.54
14½ to 24½

* DuPont T.M. for polyester fiber

NO DOWN PAYMENT needed when you add to your Easy Payment Account . . see inside back cover

ALL SEARS 49

A young look

for every age . .

All in Half-sizes;
A, C, F, G, L also
in Women's sizes
A, G, and L in
Larger Women's sizes
D, H in Tall Women's sizes



C
\$8.74
14½ to 24½
36 to 44



A
\$6.74
14½ to 24½
38 to 44
\$7.54
46 to 52

B
\$7.54
14½ to 24½



D \$6.74
12½ to 22½

\$7.54
38T to 44T

E \$6.74
12½ to 22½

A Lace-yoked Crepe Dress . . firmly woven acetate and rayon crepe. Dyed-to-match cotton lace front yoke over cotton; bow trim. Graceful 8-gored skirt; 2-inch hem. Dry clean. Shipping weight 1 pound.

Half sizes 14½, 16½, 18½, 20½, 22½, 24½.
Women's sizes 38, 40, 42, 44. Order correct size.
T 31 G 3860—Black \$4.74 T 31 G 3861—Navy blue \$4.74
Larger Women's sizes 46, 48, 50, 52. Order correct size.
T 31 G 3980—Black \$7.54 T 31 G 3981—Navy blue \$7.54

B The Important Block Dress . . tissue faille, a finely ribbed acetate and rayon crepe for year 'round wear. Gently draped collar and pocket tabs dramatically detailed with fine, silver-colored metallic thread . . simulated jewel button trim. Skirt has 3-gore back. Dry clean. Half sizes 14½, 16½, 18½, 20½, 22½, 24½. State size. T 31 G 3878—Black. Shipping weight 1 pound. . . \$7.54

C Bouquet of Winter Posies blooms in soft colors on rayon and acetate taffeta. Very flattering dress . . draped surplice neckline, wide midriff and full skirt with rows of self cording. Ornament included. Dry clean. Half sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's sizes 36, 38, 40, 42, 44. Order correct size. Shpg. wt. 1 lb. T 31 G 5933—Turquoise, deep blue and green print. \$8.74 T 31 G 5934—Sapphire blue (med.) and green print. . . 8.74

For more dresses selected especially for Larger Women see pages 44, 46, 53, 55, 56, 59 and 60

D Polka Dot Printed Crepe . . fine quality Celanese acetate and rayon crepe with a finely pebbled surface. The charming step-in dress with its slim, attractive silhouette . . deep rounded collar is detailed with all-around fagoting; sparkle-center buttons. Easy-fitting skirt has 3-gore back. Dry clean. State size. Shpg. wt. 14 oz. Half-sizes 12½, 14½, 16½, 18½, 20½, 22½.

T 31 G 3877—Navy blue with white dots. . . \$6.74
Tall* Women's sizes 38T, 40T, 42T, 44T.
T 31 G 3977—Navy blue with white dots. . . \$7.54

*About 2½ inches longer than regular women's size

E Easy-care Anel Jersey . . richly colored flower print. A dress that takes to the easy suppleness of jersey . . flattering collar, soft shoulder pleats . . gentle skirt eased with front pleats. Dress buttons to below waist. Hand wash separately; drip-dry. Measure; order correct size.

Half-sizes 12½, 14½, 16½, 18½, 20½, 22½.
T 31 G 3862—Dark blue, violet and green print
T 31 G 3863—Turquoise blue and fuchsia rose print
T 31 G 3864—Medium gray and deep rose print
Shipping weight 12 ounces. Each \$6.74

Fashions for Everyone, from \$2.77 to \$7.54 on pages 52 to 61. More dresses for Tall Women on pages 41, 42, 47, 57, 60. See green section in back of book for measurement charts.

Sears Easy Terms on inside back cover